Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/19/2009 11:13:49 PM	**Easygrants ID: 2263**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Department of Information Technology and Telecommunications
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Paul J. Cosgrave

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A. General Application Information

1. Applicant Information	
1-A. Name, Address, and Federal ID for Applicant	
i. Legal Name:	Department of Information Technology and Telecommunications
ii. Employer/Taxpayer Identification Number (EIN/TIN):	136400434
Street 1:	75 Park Place
Street 2:	
City:	New York
County:	New York
State:	NY
Country	United States
Zip/Postal Code:	10007

1-B. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix:	
First Name:	Paul
Middle Name:	J.
Last Name:	Cosgrave
Suffix:	
Telephone Number:	646-769-2151
Fax Number:	212-788-7536
Email:	vgrippo@doitt.nyc.gov
Title:	Commissioner

1-C. Other Required Identification Numbers

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Last Name:	Cosgrave
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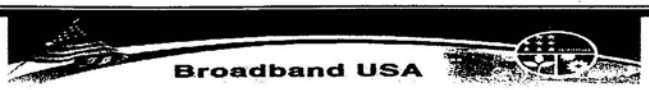
Fax Number:	212-788-7536
Email:	vgrippo@doitt.nyc.gov
Title:	Commissioner

1-C. Other Required Identification Numbers



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i. Organizational DUNS:	884226288
ii. CCR # (CAGE):	5M3N2
iii. Funding Opportunity Number:	2
iv. Catalog of Federal Domestic Assistance Number:	**BTOP CFDA Number:** 11.557 **BTOP CFDA Title:** Broadband Technology Opportunities Program

1-D. Organization Classification

Local, State, or Other Government Entity

1-E. Applicant Federal Debt Delinquency Explanation

Is the **Applicant** Delinquent On Any Federal Debt?
No

Federal debt delinquency Explanation:
Not Applicable

1-F. Congressional Districts of:

Applicant: New York - 8

Program/Project
New York - 5
New York - 6
New York - 7
New York - 9
New York - 10
New York - 11
New York - 12

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New York - 13
New York - 14
New York - 15
New York - 16
New York - 17

2. Project Title and Project Description

2-A. Project Title : NYC Connected Learning

2-B. Project Description: NYC Connected Learning addresses lagging broadband adoption by low-income students in an effort to boost adoption broadly and maximize long-term impact. The program removes multiple obstacles to adoption in concert, providing middle school students and their families in the City's poorest communities with computers, training and resources to drive adoption and improve student academic achievement.

3. Project Type

Classify the particular project type for which you are seeking federal funding.

Project Type: Sustainable Broadband Adoption

Project ID: 2

4. Application ID for Multiple Submissions for Identified Service Areas

BTOP Public Computer Centers project entitled "NYC Connected Communities"

5. Estimated Funding ($):

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Federal	28,208,965
Applicant	270,813
State	
Local	3,200,000
Other	5,684,448
Program Income	2,333,567
Total	39,697,793

B. Eligibility Factors

6. Eligibility Factors.

The application must be completed fully, and all required supplemental documentation must be attached.
Applicants must commit to substantially completing their Project (as defined in the NOFA) within two years of the award date, and completing the Project within three years of the award date.
Applicants must credibly demonstrate that their Project advances at least one of the five statutory purposes for BTOP.
Applicants must demonstrate that but for Federal funding they would not have been able to complete their project during the grant period.
The budget for the project must be reasonable and all costs must be eligible.

6-d. Applicant is providing matching funds of at least 20 percent towards to the total eligible project costs or is requesting a waiver of the matching requirments.
Yes

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Matching Fund Waiver Request Explanation
Not Applicable

C. Executive Summary

7. Executive Summary of Overall Proposal:

Mayor Bloomberg recognizes the importance of maintaining New York as a thriving urban center not only for its own residents and businesses, but also for the impact it has on the nation and world. The Mayor has undertaken a number of ambitious programs to ensure the City remains vibrant and strong, such as PlaNYC 2030, a blueprint for environmental sustainability. Similar in spirit is NYC Connected, a set of initiatives aimed at increasing broadband use and adoption among vulnerable New Yorkers. These efforts have important implications for both short- and long-term economic stimulus in New York City, and the US more broadly. Such efforts are particularly crucial at a time when the country faces a major economic crisis, with the City at the epicenter. With historically high unemployment rates and the City facing an underlying structural shift in its economy, it is even more critical that all New Yorkers are provided the skills and access to broadband to enable them to contribute to rebuilding the City's, and the nation's economy.

Recognizing the increasingly important role broadband plays in the economic and social well being of all New Yorkers, the Mayor commissioned a Broadband Needs Assessment Study in 2006/7. While broadband availability was found to be high, with at least 89% of New Yorkers having access to two options for broadband service, the Study identified a stark disparity in broadband adoption. Citywide adoption was comparable to national averages at 47%, yet adoption by low-income residents was strikingly low at 26% as compared to 54% in other income groups. Furthermore, this gap was projected to persist well into the future, absent targeted, large-scale initiatives aimed at addressing it. The Study further found that multiple, interconnected issues conspire to slow adoption in low-income households, including inability to afford computer hardware, software and broadband service, lack of recognition of the value of technology and poor digital literacy skills.

In a City where the number of low-income households exceeds the total number of households

in almost every other city, this disparity demands action. In response to these findings, the City crafted a Broadband Action Plan in 2008, calling for a set of aggressive programs to spur broadband adoption by its vulnerable populations. Confronted with a contracting national economy and severe resulting budget cuts across the City, however, the Plan could not be implemented. The BTOP stimulus brings new opportunity to implement these important programs. NYC Connected Communities, a program proposed under BTOP to expand public computer center capacity and NYC Connected Learning, an education-focused program, and the subject of this submission, are borne from this larger Plan. Unlike many well intentioned programs which address only portions of the problem in isolation, together these programs target New York City's poorest communities and flood them with holistic interventions to drive sustained broadband adoption.

NYC Connected Learning targets a critical vulnerable group in these communities – public school students. With 1.1 million students, the New York City Department of Education (DOE) is the City's largest talent-generating engine. Yet more than 70% of New York's public school students are from low-income families. Without intervention, New York City risks producing a talent pool ill-equipped for the jobs critical to the future growth of the City and nation.

NYC Connected Learning melds the dual objectives of increasing adoption of broadband and enhancing educational outcomes. Targeting low-income 6th graders, the program utilizes broadband to create a vital and reinforcing link between the classroom and the home to simultaneously support the achievement of disadvantaged students, while spurring broadband adoption. The program provides students and their families a robust set of tools to create a home learning environment, including a free computer, discounted broadband service, and access to rich online educational resources, along with digital literacy training and access to a bilingual help desk. It simultaneously makes key investments in the school environment to empower educators to successfully utilize broadband to enhance teaching and learning and to strengthen ties between teachers, parents and students. This holistic approach positions broadband as a powerful educational tool, supporting sustained adoption both by students and schools.

The Department of Information Technology and Telecommunications (DoITT) will leverage its knowledge of City broadband needs and complex program execution to oversee the program, while relying on the DOE's subject matter expertise and partner relationships to ensure high quality program delivery and evaluate program impact. NYC Connected Learning

will target 100 schools located in the City's highest-poverty communities. The program will span three academic years - two and half years of BTOP funding - and will cost a total of $37.4M. The City and its partners will provide $9.2M in match funding, or 25% of total program costs. The program is also expected to generate $2.3M in program income through school contributions over the life of the program. It will serve approximately 19,488 students and 42,874 household members, and generate an estimated 14,377 new broadband subscribers. In addition to the indirect impact of preparing students for future employment, the program will create 115 full-time jobs.

By bringing together the best models the country has to offer and integrating them to provide a truly holistic solution, NYC Connected Learning represents a truly innovative solution for national replication for increasing broadband adoption amongst vulnerable populations and enhancing educational outcomes. Funding from BTOP is critical to serving these critical goals, and will allow program results to be leveraged for additional funding from other sources.

D. Project Purpose

Project Purpose: Recovery Act & BTOP Objectives

8. Project Purpose

New York City's Low-Income Residents are Lagging Far Behind in Broadband Adoption Recognizing the increasingly important role of broadband in the economic and social well being of all New Yorkers, the Mayor commissioned a Broadband Needs Assessment Study in 2006/7. While broadband availability was high, with at least 89% of New Yorkers with access to two options for broadband service, and 99% of residents with access to at least one, the Study identified a stark disparity in broadband adoption. Citywide adoption was comparable to national averages at 47%, yet adoption by low-income residents was strikingly low at 26% as compared to 54% in other income groups. The Study found that multiple, interconnected issues conspire to slow adoption in low-income households including affordability of computer hardware, software, and broadband service, lack of recognition of the value of technology and poor digital literacy skills

The 2006/7 Study informed the City's 2008 Broadband Action Plan, a series of aggressive

programs to spur adoption and use of broadband. A contracting national economy and serious City budget reductions, however, prevented its implementation. The City is thus requesting BTOP funding to support two innovative NYC Connected programs borne from this larger Broadband Plan: 1) NYC Connected Communities, a program to expand public computer center capacity and 2) NYC Connected Learning, an education-focused program the subject of this submission. The two programs will work in parallel by targeting high need communities and saturating them with the resources to enhance public access to broadband and support in-home adoption.

The Broadband Gap Has a Negative Impact on Academic Performance
Research demonstrates that access to a computer and the Internet at home can have a major impact on a student's academic success. Because students spend only 13% of their waking hours in the classroom, extending the learning environment to the home is particularly powerful. Yet the greatest disparity between low-income and medium- and high- income students' learning environments is in their homes, where low-income students are more likely to face lower levels of parental involvement and limited access to educational content. These inequities become particularly acute in the middle school years, as: (1) Students begin to disengage from academics; (2) Parents begin to feel less capable of helping with increasingly complex homework assignments; and (3) Students experience the steepest decline in academic achievement.

Recent innovations in education emphasize the use of outside-the-classroom instruction, enabled by technology and broadband, to enhance academic performance and improve social connectedness. However, Computers for Youth, a NYC Connected Learning partner, surveyed low-income families across the 5 boroughs in 2008 and found that roughly 56% of very low-income households do not have Internet access.

Proposed Solution: NYC Connected Learning Initiative
The NYC Connected Learning initiative will leverage broadband to provide low-income 6th graders in the highest poverty communities in New York City with enhanced school and home learning environments. While there are numerous efforts underway in the City to enhance the use of technology in education and to provide home computing environments no initiative currently does both.

The NYC Connected Learning initiative holistically addresses both the school and home

environments, providing the neediest schools with: (1) Enhanced school learning environments: equipping teachers and principals with professional development, tools, and technical support to help them leverage digital resources; (2) Enhanced home learning environments: all participating 6th graders and their families will be provided with a free computer and access to high quality digital educational resources, and training for the entire family; (3) Meaningful linkages between school & home learning environments: broadband will be leveraged to establish critical links between school and home learning environments, through access to: (a) free email accounts, (b) ARIS Parent Link, enabling online monitoring of students' academic progress; and (c) online learning tools accessible by students both in the classroom and from home to enable constant learning.

Program Effectiveness and Ability to Serve as a Model for National Replication
Research has shown that simply introducing technology is insufficient to both encourage sustained adoption of broadband, and improve a student's academic performance. A holistic solution must be provided to effectively support adoption. And both caregivers and educators must be engaged to create a supportive home and classroom to ensure academic success. The problem of poor technology adoption rates among low-income families is not unique to New York City. This program will serve as a nationally replicable approach to address student performance and technology adoption. To ensure portability of the approach, DOE will rigorously measure program performance and make data on the program success transparent. Also, as with similar programs, DOE and its partners will create detailed documentation to facilitate knowledge transfer. Finally, partners to this proposal have a national footprint and will take this approach to other school districts.

Advancement of BTOP Statutory Purposes
The NYC Connected Learning initiative provides a robust solution for two core BTOP statutory purposes: (1) Stimulating demand for broadband by removing the common obstacles to adoption and by demonstrating to students, parents and teachers that broadband can be a powerful educational tool, and (2) Providing broadband education, awareness, training, access, equipment and support to both community anchor institutions (low-income middle schools), and to some of the City's most vulnerable populations – low-income households with middle school students.

9. Recovery Act and Other Governmental Collaboration.
NYC Connected Learning Leverage of Recovery Act Programs

The NYC Connected Learning proposal is a leverage opportunity for the DOE as it perfectly complements the DOE's estimated $25 million proposal for ARRA Enhancing Education Through Technology (EETT) and an estimated $37 million capital investment plan to create the foundation of a 21st century digital learning environment.

The one-time allocation of ARRA EETT funds and the DOE's planned capital investment will enable the creation of an enterprise learning management system (LMS) to support the creation, delivery and management of engaging on-line and blended (i.e., a combination of on-line and face-to-face instruction) courses accessible anytime, anywhere. This system would give all students the opportunity to access an expanded set of curricular opportunities, such as AP classes and advanced certifications. A suite of Web 2.0 collaboration tools and a large repository of multi-media educational content would be integrated into the LMS. Through the integration of existing and new tools, the DOE is aiming to create online space for students and educators to communicate, engage, collaborate, and create in learning opportunities together, enhanced by high-quality educational content in text, graphical, audio and video formats.

Another planned investment is the enhancement of the DOE's achievement reporting system, ARIS. This enhancement would combine student information collected centrally, such as standardized test scores, and at the school level, such as behavioral data, to give educators, school leaders and caregivers a comprehensive look at academic standing. The combination of the LMS and ARIS will support the personalization work of educators and school leaders. ARRA EETT funds will also be used to fund the purchase of classroom tools, including everything from laptops computers to handheld devices (like iPods) to electronic whiteboards.

Finally, the DOE's ARRA EETT will enable delivery of a professional development model, which will work with educators and principals to create 21st century classrooms. In these 21st century classrooms broadband will be leveraged to personalize instruction and facilitate core knowledge, writing, critical thinking and problem-solving are taught through the use of collaborative digital systems and tools.

The at-home program leverages the ARRA EETT proposal by providing the computing device, broadband connection and family training to enable students and caregivers to use the existing and planned suite of learning and collaboration systems and tools. Additionally, the in-school part of the NYC Connected Learning initiative amplifies ARRA EETT's investment in classroom tools and professional development by providing a tech support infrastructure in the

form of a student-led tech support team and a dedicated instructional technology coach to support educators and school leaders on an on-going basis.

10. Enhanced Services for Health Care Delivery, Education, and Children

NYC Connected Learning Provision of Enhanced Services for Education & Children

The core objective of the NYC Connected Learning initiative is to enhance broadband service for both education and children as contemplated by the Recovery Act. This innovative program will seek to increase broadband adoption by low-income public middle school students and their families' while also addressing critical societal needs: improving students' school and home educational environments to help them succeed academically, prepare for college, gain employment and break the cycle of poverty.

The middle school years are a challenging period for students, as the skills required for academic achievement change dramatically between elementary and middle school when students transition from mastering basic concepts to engaging in higher-order critical thinking and problem-solving skills. Many low-income students lack access to crucial educational resources and support both at school and at home to ease this transition. Studies have shown that this is where U.S. students begin to lag behind their peers internationally.

The NYC Connected Learning initiative will empower educators, caregivers and students to use broadband service to prepare students to compete in the global economy. Use of broadband and other technologies in the classroom can provide educators and students with a wealth of engaging educational resources, which meet the varying learning styles of students. Broadband in the home also enables interactive and self-paced learning, which numerous academic studies have found key to improved educational outcomes. For example, a study by one of the program partners, Computers for Youth (CFY), found that students' engagement and computer use, particularly their home Internet use and computer use for self-regulated learning, explained 14% of the positive variance in standardized math assessment scores.

The NYC Connected Learning initiative brings together a group of high-quality organizations that have developed innovative, technology-based models to help enhance students' learning environments. The City strongly believes that by working in tandem to deliver a truly holistic program, these organizations will further reinforce each individual model's benefits and result in greater improvements in educational outcomes.

The New York City Department of Education serves 1.1 million students. Creating a large-scale model, replicable in other parts of the country, which leverages broadband to provide students, educators, school leaders and parents with access to improve educational outcomes will show New York City residents the value of broadband through an improvement in the academic achievement and college readiness of their students. The NYC Connected Learning initiative is thus a critical undertaking to improve broadband adoption and educational outcomes for New Yorkers, but also for the country as a whole.

11. Small and Disadvantaged Business Involvement

Small & Disadvantaged Business Involvement in NYC Connected Learning

As an integral part of the NYC Connected Learning initiative, the City's subcontractor Computers for Youth (CFY) has established an agreement in principle with "2nd Nature," a Small Disadvantaged Business that CFY has used for many years in providing shipping and logistical services for CFY's family engagement programs in New York City. 2nd Nature will participate as a key partner in the NYC Connected Learning initiative by providing shipping and logistical support for moving of Home Learning Centers to schools on the Friday prior to the Saturday Family Learning Workshops, as well as transporting any overage to central storage during the following week. In the attached signed commitment letter, Raquel Caines Elliott, the owner of 2nd Nature, certifies (1) 2nd Nature's status as a Small Disadvantaged Business and (2) 2nd Nature's commitment to participate in the NYC Connected Learning initiative.

E. Project Benefits

E-1 – Expanding Broadband Public Computer Center Capacity

Public Computer Center Capacity, Including Areas and Populations Served

12. Public Computer Centers Availability

13. Restrictions on Public Computer Center Use

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14. Public Computer Centers Accessibility

15. PCC - Center Locations, PCC - Center Capacity, PCC - Size and Scope of Target Audience.

PCC - Center Locations & Center Capacity & Size and Scope of Target Audience.

16. PCC- SBA Population Demographics

Age Distribution
Age Distribution: 0-4
Age Distribution: 5-19
Age Distribution: 20-29
Age Distribution: 30-39
Age Distribution: 40-49
Age Distribution: 50-59
Age Distribution: 60-69
Age Distribution: 70 and above

Ethnicity or ethnicities

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Ethnicity: Hispanic
Ethnicity: Non-Hispanic White
Ethnicity: Non-Hispanic Black
Ethnicity: Non-Hispanic American Indian
Ethnicity: Non-Hispanic Asian
Ethnicity: Non-Hispanic Hawaiian or Pacific Islander
Ethnicity: Non-Hispanic Other
Ethnicity: Two or More Races

Gender
Gender: Female
Gender: Male

Median Household Income
Median Household Income: $15,000 - $24,999
Median Household Income: $25,000 - $34,999
Median Household Income: $35,000 - $49,999
Median Household Income: $50,000 - $74,999

Educational Levels
Educational Levels: None
Educational Levels: Nursery school - Preschool

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Educational Levels: Elementary - Kindergarten - Grade 5
Educational Levels: Middle - Grade 6 to Grade 8
Educational Levels: Secondary - Grade 9 to Grade 12
Educational Levels: College
Educational Levels: Masters
Educational Levels: Doctorate/Post-Doctorate

Disabilities status
Disabilities status : Blindness, Deafness or a severe vision or hearing impairment
Disabilities status : A condition that substantially limits one or more basic physical activities such as walking, climbing stairs, reaching, lifting or carrying
Disabilities status : A physical, mental or emotional condition lasting 6 months or more

Unemployment Rate
Unemployment Rate: 9.50

Language
Language : English - Primary
Language : English - Second Language
Language : Non-English Speakers

17. Public Computer Centers Outreach

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Public Computer Center Capacity: Training and Educational Programs

18. Public Computer Centers Peripherals and Equipment

19. Public Computer Centers Workstation Software

20. Public Computer Centers Training and Education Programs

E-2- Project Benefits – Sustainable BroadBand Adoption

21. Innovative Approach to Sustainable Broadband Adoption

New York City's Broadband Needs Assessment Study identified multiple causes for the lag in broadband adoption by low-income NYC households: (1) inability to afford a computer or broadband service (2) lack of computer literacy skills, and (3) failure to perceive value in broadband adoption. Unfortunately, low-income residents often face these obstacles simultaneously. Yet when helped to overcome these obstacles and exposed to the value of technology, many low-income households reallocate their resources to adopt broadband. NYC Connected Learning initiative provides an innovative solution to help the City's vulnerable populations overcome these obstacles and increase broadband adoption rates by:

1.Providing a holistic solution – The program provides free computing devices, customized digital literacy training, and bilingual technical support, and the incentive to use broadband – to enhance learning - addressing obstacles identified in the City's Study simultaneously. These program elements are provided by integrating the best and brightest existing models with to provide a truly comprehensive and innovative approach.

2.Delivering programs through trusted channels at the community level – By partnering with

low-income schools' teachers and school administrators in each community, the program is able to recruit students and their families through trusted sources, ensuring a high participation rate and greater program impact.

3.Targeting high-poverty communities –The program will focus on "seeding" high poverty concentration neighborhoods with broadband users who will help demonstrate broadband benefits to other members of the community.

4.Including families in the training and benefits: Unlike other programs, the NYC Connected Learning program recognizes the integral role of parents and caregivers in learning, as well as the degree to which these individuals themselves are often lacking in digital literacy skills. The program provides tools and instruction not only to students, but also to members of their household.

5.Leveraging high quality partners: The program does not seek to charter new organizations, but relies on existing partners with a proven track record and delivery model.

6.Measuring impact: The following measures will gauge program impact on:
a)Families: Baseline and follow-up on-line surveys will be conducted to determine family engagement. Additionally, achievement data will be tracked over time.
b)Schools: The DOE will measure the impact of this program on schools through three existing accountability measures: progress reports (comparing standardized test scores with non-program participants), school learning environment surveys (comprehensive surveys of parents, educators and students) and quality reviews (3-day site visits at each school).
c)Students: The DOE will also hire a 3rd party research and evaluation firm to track the impact of this program on schools and cohorts of participating students.

22. Sustainable Broadband Adoption Household Subscribers.

How many total new home subscribers (household accounts) to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded? **14,377**

23. Sustainable Broadband Adoption Institutional Subscribers.

How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?

24. Sustainable Broadband Adoption Users of Public Access Facilities.

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How many total **users** of broadband in public computer centers or **users** of broadband **outside the home** (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?

25. Sustainable Broadband Adoption Population Demographics.

Please refer to PCC – SBA Demographics section (Section E1- Question 17)

26. Sustainable Broadband Adoption People Trained/Educated.

If you intend to provide training or education, how many people **in total** will your program(s) reach?

47,594

27. Sustainable Broadband Adoption - Scope of Training/Education Programs.

How many hours of training do you expect to provide *per person on average* for each participant in your training program(s), through completion of training for that individual? If you will offer multiple programs, provide estimates for each program. **8**

28. Sustainable Broadband Adoption Instructor Qualifications.

How many (FTE) instructors/facilitators will you employ for broadband and digital literacy training purposes, and what are their qualifications (training and experience)?

NYC Connected Learning Training & Instructors

The program will provide training through the following channels:

1. Computers for Youth (CFY): will provide training to students and their caregivers through Family Learning Workshops in comprehensive, 5-hr weekend sessions. To select "Master Teachers" who provide instruction to participating families at the Family Learning Workshops in English and Spanish, CFY recruits professional trainers and current or retired school teachers who have the substantial instructional skills and also have considerable experience with low-income students and their families. To learn the Family Broadband Engagement curriculum, new Master Teachers will attend an orientation session, observe two family workshops and then co-teach at two workshops. CFY carefully evaluates the performance of Master Teachers through in-class evaluations and parent surveys in order to ensure that Master Teachers are engaging, respectful, and informative, and CFY quickly discontinues Master Teachers who are not receiving excellent ratings.

2. MOUSE Squads: MOUSE will provide training for both students and faculty coordinators at each school to help them establish and operate a student-run technical help desk. Training will be provided by Training Specialists, all of whom are experienced Youth Developers with expertise in different areas – broadband, hardware and software, leadership/communication and conflict resolution, etc. MOUSE Squad Training Specialist are matched to the strand of Team Training they facilitate and couple best practices in youth development with practical applications of skills based on their experience in their various fields and specialty areas.

3.CUNY Technology Interns: before beginning their internship in school technical support, CUNY Interns are provided 12 hours of classroom and field training from the DOE Division of Instructional and Information Technology. DIIT staff have expertise and certifications across a range of areas of technology use in school environments, including network troubleshooting, wireless network configuration, HSST, and instructional software, and network printing.

4.Instructional Technology Coaches: each participating school will be provided with an Instructional Technology Coach who will partner with school leaders and educators to provide professional development training to help them better utilize broadband and other technologies in instruction to enhance teaching and learning. The coaches' qualifications include deep experience in successful use of broadband and technology in educational environments, typically in conjunction with an advanced education degree.

29. Sustainable Broadband Adoption Equipment Purchased.

How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall? **19,488**

30. Sustainable Broadband Adoption Cost of Devices.

What is the total up-front cost of this equipment? **6,021,792**

31. Sustainable Broadband Adoption Loan Program Participants.

If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?

Number of Households:
Number of Businesses:
Number of Institutions:

32. Sustainable Broadband Adoption Loan Cost to Borrower.

If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?

33. Sustainable Broadband Adoption Target Population, Awareness Campaign.

If you are conducting an awareness campaign, how many people do you expect your campaign will reach? **25,840**

34. Sustainable Broadband Adoption Awareness Campaign Methods

Awareness Campaigns to Support NYC Connected Learning

School Outreach

In order to ensure that the pool of eligible school applicants is as large and high-quality as possible, the program will leverage a range of outreach efforts coordinated by DOE. The DOE

will leverage its existing marketing channels such as weekly principal newsletters/emails and its web portal to advertise the program. In addition, the DOE will identify all eligible schools using its comprehensive school database and send letters to each principal informing them of the program and its benefits. In addition, each program partner – including Computers for Youth (CFY), MOUSE, and the CUNY Technology Intern Program will utilize their existing channels to advertise the holistic program. The program will also leverage important community partners, such as key New York City Council members and other community leaders.

Family Outreach
Once a school has been selected into the program, it is important to ensure that as many students and caregivers as possible take advantage of the Home-Learning aspect of the program. To achieve this, the program will leverage an outreach strategy proven to be highly successful in reaching NYC families. CFY will meet with the participating schools and provide them flyers for parents in English and Spanish announcing the Family Learning Workshops, which will be circulated to all parents prior to the workshops. The schools will then call the parents prior to the workshops multiple times in order to obtain direct verbal confirmation of attendance. The result of this outreach strategy has been phenomenal. Schools that might only achieve 5% attendance at PTA meetings typically see 70%-85% attendance at the Family Learning Workshops.

35. Measuring Campaign Impact for Sustainable Broadband Adoption
Measurement of NYC Connected Learning Awareness Campaign Impact

The impact of the campaigns will be measured in two primary ways:

1.School outreach – the impact of the school outreach efforts will be measured by the number of eligible schools that apply for the program. This metric can be benchmarked against Computers for Youth's annual application counts, although it would not be a perfect evaluation as the holistic program would include additional In-School components making it an even more attractive program. In addition, the collaboration across all program partners, in conjunction with key community partners, would also expand the reach and impact of the campaign.

2.Family outreach – the impact of the family outreach efforts will be measured by the family participation rates at each selected school. This metric can be benchmarked against Computers

for Youth's historical participation rates, as the approach will be very similar to Computers for Youth regular program model for the In-Home portion of the program.

36. Sustainable Broadband Adoption Total Cost Per New Subscriber.

What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user? **2,599.00**

F. Project Viability

Technical Viability

37. Technology Strategy

37 - A. Public Computer Center Technology Strategy

37 - B. Sustainable Broadband Adoption Technology Strategy

Selecting the Neediest and Most Motivated Schools

A school will be eligible for the program if it meets the following criteria: (a) serves 6th graders , (b) has 75% or more free/reduced lunch students and, (c) is located in one of the high-poverty communities targeted for the City's broadband interventions. Eligible schools will be required to submit a detailed application describing why they should be selected for the program and how they will fulfill the program requirements which will be rigorously evaluated by the DOE and program partners, along with on-site visits and interviews to identify the most motivated schools. To demonstrate their commitment, selected schools will be required to provide a portion funding for the program out of their discretionary budget. It is important to note that all 100 participating schools will be selected at the start of the program to allow for each school to receive the benefits of 3 academic years of program participation.

Enhancing the Home Learning Environment

Once a school is selected, teachers, parents and students will participate in "Family Learning Workshops", held on Saturdays on school premises, and each participating family will be trained on the free computer they will be given upon completion of the training with the help of Computers for Youth Master Teachers, New York Cares volunteers, and teachers from the school. These Family Learning Workshops will help families better understand how to use their computers most effectively, with a particular emphasis on how leveraging broadband can bolster

their children's educational achievement, including how to: (1)Use the DOE's Achievement Reporting and Information System (ARIS) to access up-to-date information about their children's attendance, grades, and test scores and thereby strengthen parents' learning partnerships with children; (2)View their school's online Progress Reports to better understand the strengths and needs of their school; (3)Access online engaging educational resources that have been vetted by Computers for Youth and participating students; (4)Increase their digital literacy using materials developed with input from Common Sense Media, a program partner; and, (5)Additional on-line learning and collaboration tools, which the DOE will be rolling out simultaneously using ARRA EETT funds. All families will also be provided ongoing access to a bilingual help desk available to families 5 days a week.

Another critical element of the program is the provision of subsidized broadband accounts for the neediest families. This program will allow families meeting certain eligibility criteria (e.g., eligible for the federal free lunch program) to request a 1-year subsidized broadband account. It is expected that providing families the Family Learning Workshops, free computer and access to rich resources to support a home learning environment will be sufficient to encourage most families to adopt broadband despite their limited financial resources, as data has shown that many low-income families invest in analogous technologies, such as cable TV and cell phones, that they consider valuable. However, it is important that a mechanism be put in place to ensure that the neediest families are exposed to the benefits of broadband first hand in a manner that limits their financial risk.

Enhancing the School Learning Environment
In addition to helping families adopt broadband to extend learning into the home, the initiative will equip teachers and school administrators to leverage broadband and other technologies to enhance teaching and learning through the introduction of three innovative and integrated support programs, all of which already exist within the DOE environment:

1.Instructional Technology Coaches
Instructional technology coaches will coordinate all In-School partners to help educators and administrators leverage broadband and other technologies to create an innovative learning environment. The coaches will achieve this by working in partnership with administrators and educators to assess the existing use of technology in instruction and to develop a realistic 3 year roadmap to implementing technologies and instructional methods to enhance teaching and learning. Participating schools will select their preferred instructional technology coach from the

pool of high quality organizations with which the DOE has contracted.

2.MOUSE Squads
The MOUSE Squad program, which helps schools set up a student-run help desk that provides tech support and general trouble shooting during school hours and to support after-school programs, will be deployed in participating schools. This program provides an innovative cost-effective solution to the problem of inadequate levels of on-site support in schools while providing students with opportunities to develop 21st century skills and apply them as they solve technical problems faced by their schools.

3.CUNY Technology Interns
Participating schools will also be provided with a technology intern studying in computer-related fields at the City University of New York (CUNY). The interns will be available to help the schools with support functions such as configuring wireless networks and maintaining and supporting hardware and software. The interns will also work closely with the schools' Mouse Squads to provide additional support and coaching to the participating students.

Replicability of Approach
To ensure portability of the approach, DOE will apply the same tools it applies to other similar programs: mandate rigorous measurement, enforce strict accountability for results and implement continuous improvement. Data on the program success will be transparent and, as with similar programs, DOE and its partners will create detailed case studies and other documentation to facilitate knowledge transfer. Finally, partners to this proposal have a national footprint and will take this approach to other school districts.

Organizational Capability

38. Management Team Resumes.
Please refer to upload section at the end of document.

39. Organizational Readiness
The New York City Department of Information and Telecommunications (DoITT) and the Department of Education (DOE) will manage the implementation of the NYC Connected Learning initiative. As lead BTOP applicant, DoITT will have ultimate responsibility for overall program management, while relying on DOE's subject matter expertise to ensure the

quality of program delivery and impact measurement.

Overview of the Department of Information Technology & Telecommunications (DoITT)
DoITT is the City's primary technology delivery and support organization. On behalf of 50+ City agencies, DoITT leverages technology to improve services and increase transparency, accountability, and accessibility. In addition, Mayor Bloomberg has charged DoITT with measuring and promoting broadband in New York. To that end, in 2006/2007, DoITT analyzed broadband deployment and adoption across the City through a comprehensive Broadband Needs Assessment Study.

With an enterprise-wide mandate, DoITT has managed multiple complex, multi-entity technology projects, including the implementation of: (1) New York City Wireless Network (NYCWiN): an advanced high-speed wireless public safety network providing first responders with high-speed data access city-wide, (2) 311 Customer Service Center: a consolidated call center that has provided customer service and government information to 85 million callers since inception, and (3) New York City Automated Personnel System (NYCAPS): a state-of-the-art HR management and benefit administration system for 160,000 City employees.

Overview of the New York City Department of Education (DOE)
The New York City DOE manages the largest public school system in the country; it is responsible for 1,641 schools, 80,000 educators, and 1.1 million children. Mayor Michael Bloomberg and Chancellor Joel Klein emphasize school empowerment and accountability, demonstrated by the Children First reforms, which provide greater autonomy over budgets, programs, and personnel for schools in exchange for achievement of specific student achievement results. Outcomes data are immediately available through the newly implemented Achievement Reporting Information System (ARIS).

The Division of Instructional and Information Technology (DIIT) is responsible for the DOE's technology and telecommunications infrastructure, including broadband connectivity at all 1500+ schools and every administrative building and 70,000 wireless access points, making it the largest wireless network (public or private) in the United States. DIIT is also responsible for the technical support and repair for all schools' classroom computing devices (500,000+). Additionally, DIIT runs the primary software development organization in the DOE, with over 175 developers, managing development, enhancement and maintenance of all student information and corporate systems.

40. Organizational Chart.

Please refer to upload section at the end of document.

Community Involvement

41. Key Partners

NEW YORK CITY DEPARTMENT OF EDUCATION (DOE) [govt]
Ted Brodheim, Chief Information Officer (CIO)
TBrodheim@schools.nyc.gov
52 Chambers Street, NY, NY 10007
212-639-9675
Role: execute overall program delivery, contract with providers to deliver the programs, and assess program impact

GALE BREWER, City Council member & chair Council Committee on Technology in Government [govt]
gbrewer@council.nyc.gov
250 Broadway, Suite 1744, NY, NY 10007
212-873-0282
Role:as a leading advocate for technology issues she will assist with school and community outreach

COMPUTERS FOR YOUTH [501(c)(3)]
Elisabeth Stock, Chief Executive Officer (CEO)
estock@cfy.org
322 Eighth Avenue, Floor 12A, NY, NY 10001
212-563-7300 x114
Role:provide a robust family broadband engagement program

CITY UNIVERSITY OF NEW YORK (CUNY) TECHNOLOGY INTERNS [higher education]
John Mogulescu, Dean of School of Professional Services

John.mogulescu@mail.cuny.edu
535 E 80th St, NY, NY
212-794-5429
Role:provide schools on-site tech support and coordinate with MOUSE Squad programs

MOUSE [501(c)(3)]
Carole Wacey, Executive Director
carole@mouse.org
295 Lafayette St, Suite 501, NY, NY 10012
212-920-3665
Role:train students to establish and manage technical support help desks in their schools

INTEL [corporation]
Melanie Fekete, Strategic Manager
melanie.fekete@intel.com
2200 Mission College Blvd, Santa Clara, CA 95052
408-765-8080
Role:provide low-cost computer processor chips for home learning centers

LENOVO (US) [corporation]
Thomas McCusker, Account Executive - Metro NY Public Sector
1009 ThinkPlace, Morrisville, NC 27560
860-350-2656
tmccuske@lenovo.com
Role:provide low-cost computers for home learning centers

MICROSOFT [corporation]
Anthony Salcito, General Manager – US Education
tonysa@microsoft.com
One Microsoft Way, Redmond, WA 98052-6399
425-882-8080
Role:provide low-cost software for home learning centers

CABLEVISION [corporation]
Jennifer Ostrager

Director, Government Affairs & Education
1111 Stewart Avenue, Bethpage, NY 11714
516-803-2707
jostrage@cablevision.com
Role:student home broadband program partner

TIME WARNER CABLE [corporation]
Harriet Novet, Regional Vice President
120 E 23rd St, NY, NY 10010
212-379-5960
harriet.novet@twcable.com
Role:student home broadband program partner

VERIZON [corporation]
Richard Windram, Director Verizon Government & External Affairs
140 West St, NY, NY 10007
212-321-8110
richard.windram@verizon.com
Role:student home broadband program partner

NEW YORK CARES [501(c)(3)]
Gary Bagley, Executive Director
Gary.Bagley@newyorkcares.org
214 W 29th St., NY, NY 10001
212-228-5000
Role:recruit volunteers to assist with Family Training Workshops

COMMON SENSE MEDIA [501(c)(3)]
James Steyer, Founder and CEO
650 Townsend, Suite 375 SF, CA 94103
415-863-0601
Role:deliver Internet literacy and safety training to participating families

42. Partnering with Disadvantaged Businesses

NYC Connected Learning Initiative Small Disadvantaged Business (SDB) Partner

As an integral part of the NYC Connected Learning initiative, the City of New York's subcontractor Computers for Youth (CFY) has established an agreement in principle with "2nd Nature," a Small Disadvantaged Business that CFY has used for many years in providing shipping and logistical services for CFY's family engagement programs in New York City. 2nd Nature will participate as a key partner in the NYC Connected Learning initiative by providing shipping and logistical support for moving of Home Learning Centers to schools on the Friday prior to the Saturday Family Learning Workshops, as well as transporting any overage to central storage during the following week. In the attached signed commitment letter, Raquel Caines Elliott, the owner of 2nd Nature, certifies (1) 2nd Nature's status as a Small Disadvantaged Business and (2) 2nd Nature's commitment to participate in the NYC Connected Learning initiative.

Ability to Start Promptly & Timeline

43. Project Timeline and Challenges

AY = Academic School Year; RISKS=>MITIGATIONS are same for AY2 & AY3 so not repeated

PREPARATION PHASE: Ends upon BTOP grant award
1. Procurement - DOE signs contingent provider contracts
2. Outreach - targeted school outreach begins

BTOP Y1Q1 (1/10-3/10) AY1-'pilot year' as program kicks off mid-academic year
A.MILESTONES
Overall Kickoff (1/10)
M1: Outreach - comprehensive school outreach
M2: Application - schools complete applications
M3: Review - applications reviewed by partner panel; school site visits & administrator/educator interviews conducted
M4: Selection - successful schools chosen for 3 academic year program (target 100 schools)
In-School (2/10-3/10)
M5: Instructional Technology Coaches assess schools against instructional technology use

continuum; 3 year roadmap developed for ALL 100 schools
M6: CUNY Tech Interns inserted into "pilot" schools (10 top schools based on Instructional Tech assessments) = 10 interns
M7: MOUSE Squads inserted into "pilot" schools = 10 squads
In-Home (2/10-3/10)
M8: Parent/student outreach conducted to "pilot" schools
B. RISKS=>MITIGATIONS
R1: School application/selection process does not run smoothly => planning phase preparation plus DOE coordination, partner collaboration & community outreach partner support will ensure school interest is high, schools complete applications on time & review/selection is efficient & transparent
R2: Instructional Technology Coaches can't scale up to serve by Q1 start => preparation phase allows for detailed planning/coordination to enable efficient program start & delivery & to identify complete pool of potential coach providers (both internal DOE & contractors) to ensure sufficient resources in place; schedule also allows for slight staggering of school start up within month of Feb
R3: MOUSE/CUNY can't scale up by Q1 start => "pilot approach" utilized for AY1 to refine integrated model
R3: Delays in delivery of In-Home training/learning centers => "pilot approach" utilized for AY1 to refine integrated model

BTOP Y1Q2 (4/10-6/10) AY1
A.MILESTONES
In-School
M1: Instructional Tech Coaching AY1 roadmap completed for ALL schools
M2: CUNY Tech Interns AY1 completed in pilot schools
M3: MOUSE Squads AY1 completed in pilot schools
In-Home
M4: Families/students in 10 pilot schools receive broadband training & home learning centers
M5: Partners assess impact (Jun)
B. RISKS=>MITIGATIONS
R1: Partner programs not well-coordinated => Joint partner planning to ensure coherence

BTOP Y1Q3 (7/10-10/10) AY2
A.MILESTONES

Overall
M1: Partners refine approach based on AY1 evaluations
M2: AY2 Orientation conducted by all partners for all schools
In-School
M3: Instructional Tech Coaches begin implementation of AY2 roadmap
M4: CUNY Tech Interns inserted into ALL schools
M5: MOUSE Squads inserted into ALL schools
In-Home
M6: Families/students in 8 schools receive broadband training & home learning centers
B. RISKS=>MITIGATIONS (NOTE- SAME ISSUES FOR AY3 so not repeated below)
R1: Insertion of In-School components delayed => partners will refine approach based on AY1 evaluation to ensure timely kick off
R2: Delays in delivery of home learning centers & broadband training => New York Cares supplies volunteers to enhance training/delivery capabilities; back-up vendors identified for computers in event of delivery delay

BTOP Y1Q4 (10/10-12/10) AY2
A.MILESTONES
In-School
M1: Instructional Tech Coaches submit mid-year reports
M2: CUNY Tech Interns submit mid-year reports
M3: MOUSE Squads submit mid-year reports
In-Home
M4: Families/students in 29 schools receive broadband training & home learning centers

BTOP Y2Q1 (1/11-3/11) AY2
A.MILESTONES
Overall
M1: Mid-year evaluation report; refinements as necessary
In-School
M2: Instructional Tech Coaches continue AY2 roadmap implementation
M3: CUNY Tech Interns continue AY2 program
M4: MOUSE Squads continue AY2 program
In-Home
M5: Families/students in 34 schools receive broadband training & home learning centers

BTOP Y2Q2 (4/11-6/11) AY2
A.MILESTONES
In-School
M1: Instructional Tech Coaches complete AY2 roadmap implementation
M2: CUNY Tech Interns complete AY2 program
M3: MOUSE Squads complete AY2 program
In-Home
M4: Families/students in 29 schools receive broadband training & home learning centers => COMPLETES AY2 SERVICE OF ALL 100 SCHOOLS

BTOP Y2Q3 (7/11-9/11) AY3
A.MILESTONES
Overall
M1: AY2 evaluation/report; refinements as necessary
In-School
M2: Instructional Tech Coaches kick off AY3 roadmap implementation
M3: CUNY Tech Interns begin AY3 program
M4: MOUSE Squads begin AY3 program
In-Home
M5: Families/students in 8 schools receive broadband training & home learning centers

BTOP Y2Q4 (10/11-12/11) AY3
A.MILESTONES
In-School
M1: Instructional Tech Coaches submit mid-year report
M2: CUNY Tech Interns submit mid-year reports
M3: MOUSE Squads submit mid-year reports
In-Home
M4: Families/students in 29 schools receive broadband training & home learning centers

BTOP Y3Q1 (1/12-3/12) AY3
Overall
M1: Mid-year evaluation report; refinements as necessary
In-School

M2: Instructional Tech Coaches continue AY3 roadmap implementation
M3: CUNY Tech Interns continue AY3 program
M4: MOUSE Squads continue AY3 program
In-Home
M5: Families/students in 34 schools receive broadband training & home learning centers

BTOP Y3Q2 (4/12-6/12) AY3
Overall
M1: AY3 evaluation/report; OVERALL REPORT
In-School
M2: Instructional Tech Coaches complete AY3 roadmap implementation
M3: CUNY Tech Interns complete AY3 program
M4: MOUSE Squads complete AY3 program
In-Home
M5: Families/students in 29 schools receive broadband training & home learning centers => COMPLETES AY3 SERVICE OF ALL 100 SCHOOLS

Milestone completion in 24 months (BTOP Y2Q4) = 42 /52 milestones = 81%
Milestone completion in 30 months (BTOP Y3Q2) = 52 /52 milestones = 100%

44. Non-Infrastructure Projects - Licenses and Regulatory Approvals
Not Applicable

45. Legal Opinion.
Please refer to upload section at the end of document.

G. Project Budget & Sustainability

Project Profile: Budget and Budget Narrative

46. Budget Narrative

The attached SF-424A budget form outlines the high-level costs of NYC Connected Learning's four major program components described below. The total program cost of $37.4M represents the costs to provide 19,488 6th grade students with a home learning center, 42,874 students and their caregivers with digital literacy skills, and school leaders and educators in 100 schools with robust professional development and support to better utilize

broadband to enhance teaching and learning over 3 academic years.

Program Components

1.Family Broadband Engagement Program: provides entire classes of 6th grade students at participating needy schools with a free: a) desktop computer; b) access to engaging educational resources in math, English, social studies and science (both online and via pre-loaded software), and; c) robust technical support via a bilingual technology help desk available 5 days a week/11.5 hours per day, and local walk-in computer repair; and, d) digital literacy training focused on the educational value of broadband to ensure that families benefit from the tools. A 1-year broadband subsidy will also be offered to non-broadband subscribing student households meeting income eligibility. The cost of this extensive package is only $971 per participating student and $442 per participating family (both excluding in-kind funding), including all program management and operational support.

2.In-School Instructional Technology Coaches: A highly qualified instructional technology coach will work with each school intensively over 40 weeks per full academic year for the duration of the NYC Connected Learning program. The coach will assess each school's use of broadband-enabled technologies by school leaders and educators and help them implement a customized roadmap to move towards the DOE's vision of a 21st century school. This intense support will be provided at an annualized program cost per school of $23,500.

3.In-School Technology Support & Training: Includes costs of providing each school with a dedicated CUNY Technology Intern and a MOUSE Squad program. Each CUNY Intern will be available on-site for 19 hours a week for 40 weeks during an academic year at an annualized program cost per school of $13,169. Each MOUSE Squad program provides participating volunteer students with a comprehensive 10 module training program to help them develop advanced technology and support skills to manage a MOUSE support desk at an annualized program per school cost of $6,371.

4.Program Management: these costs include DOE and DOITT's personnel to oversee coordination and delivery of the program as well as the support of a 3rd party research and evaluation consultant to assist in monitoring and assessing the program impact equaling an annualized program cost per school of $3,748 excluding in-kind contributions

Match Funding & Income
Program match funding will be comprised of a $3M cash match from the DOE, and an in-kind match of $5.3M for educational resources ($271 per bundle) along with $877K in personnel and training support costs totaling $6.2M, for a total match of $9.2M or 25%. The program expects $2.3M in income from school cash contributions, which will be used to support program sustainability going forward.

Program Timeline
The program will be implemented over 2.5 years of the BTOP funding period to allow the program to be in place through three academic years. As outlined in response to Question F34 (Project Timeline and Challenges), the program will meet 81% of milestones by the end of the 2nd BTOP funding year and 100% within 2.5 years.

To ensure the program is "shovel ready", the DOE and its partners plan a "Preparation Phase" prior to grant award announcement, when the DOE will sign contingent contracts with any partners not yet contracted and develop a detailed action plan to enable timely completion of all program milestones. Program implementation will commence immediately upon grant notification.

The first major step will be to select participating schools. To enable each participating school and its students, educators and leaders to receive maximum benefit, all 100 participating schools will be selected at the start of the program through a competitive selection process coordinated by DOE and its partners to ensure the neediest and most motivated schools are chosen to participate. Once schools are selected, program components will immediately begin to be delivered to each school.

As the program kicks-off mid-academic year, each component will be delivered in a partial year basis in that 1st year. Instructional technology coaches will be deployed to each of the 100 schools to benchmark their environments and develop a comprehensive 3-year roadmap for using broadband-based technologies to transform school-wide teaching and learning. Based on these assessments, the most 'technology ready' schools will be identified (10% of participating schools) to begin with immediate delivery of the other program components. CUNY Technology Interns and MOUSE will launch their programs in these schools to provide immediate technology support. Concurrently, students and families at these schools will begin participating in the Family Broadband Engagement Program, including Saturday "Family

Learning Workshop" broadband training and receipt of home learning center, on a rolling basis. In the subsequent two academic years, all 100 schools will continue implementation of their instructional technology roadmaps in partnership with their coaches, and will also establish their CUNY Technology Intern and MOUSE Squad programs. Concurrently, each school's entire class of 6th graders will participate in Family Learning Workshops and receive their home learning centers on a rolling basis. The program will conduct ongoing monitoring and reporting and will produce mid and end of year progress reports, allowing for transparency into completion of key milestones and program impact.

47. Non-Infrastructure Projects - Budget Reasonableness

The proposed NYC Connected Learning initiative budget is reasonable for the following reasons:

1.Cost-effective delivery and procurement: Program components will be delivered by veteran partners who have spent several years perfecting their operating models and procurement strategies to achieve the lowest delivery costs possible, ensuring that overall program costs are as low as possible. The scale of the program will also ensure the lowest cost, and the City will leverage its buying power and influence to obtain the lowest possible rates for hardware, software and service.

2.Program Costs are variable based on number of participants: The program has very little fixed cost, with almost the entire cost being driven by the number of program participants.

3.Valuable reinforcement of existing investments: DOE has already made substantial investments in schools' technology environments, yet many educators and school leaders lack the skills to fully exploit these resources. Inserting low-cost support resources such as the instructional technology coaches, CUNY Technology Interns, MOUSE Squads to enhance the use of these resources will create a multiplier effect on these investments. Extending the classroom into the home via home learning centers further enhances their ROI.

4.Investments are directly focused on BTOP and ARRA priorities: The program budget contains costs directly related to BTOP and ARRA priorities. The majority of the budget, roughly 66% goes towards the primary BTOP priority - increasing sustainable broadband adoption by vulnerable populations. The remainder of the budget supports enhanced broadband usage by community anchor institutions (schools), and supports the enhanced delivery of

broadband for education and children as envisioned the Recovery Act.

5.Targeted expenditures to achieve maximum impact: Every effort has been made to carefully target the City's neediest students, families and schools, by a) targeting City neighborhoods with the highest concentrations of poverty, and b) serving schools with the highest concentrations of low-income students. In addition, to further keep costs reasonable and to avoid ineffective expenditures, the broadband subsidy program will limit provision of broadband subsidies to only the neediest families who meet strict income eligibility criteria and who are not existing broadband subscribers. The program will cover only a portion of broadband costs, helping families to experience the benefits of broadband while still requiring them to co-invest.

6.Program Cost Oversight: Both DoITT and the DOE have significant procurement and internal audit functions that strive to ensure that agencies and schools receive the best possible price for goods and services.

7.Higher costs of living in NYC and other urban areas: It is important to recognize that because of New York City's higher cost of living, program delivery costs may be higher compared to other areas of the country.

48. Demonstration of Financial Need

The City's Broadband Needs Assessment Study of 2006/7 identified a stark disparity between the broadband adoption rates of low-income New Yorkers and middle- to high-income households. The study, through a comprehensive, statistically significant survey identified that previously implemented programs to address this issue, while well-intentioned, were not effective because they did not concurrently address the multiple layers of the problem: cost of hardware, cost of broadband service, perceived value and digital literacy skills. The study concluded that to encourage sustainable adoption, communities must be targeted with a holistic set of tools: public access centers, school-based technology instruction, linkages to meaningful content, affordable hardware and software and ongoing technical support. Furthermore, in order to meaningfully address the problem of broadband adoption in these communities, the program would have to operate at scale.

When the Broadband Action Plan that resulted from this study was articulated in 2008, the

City, DoITT and DOE recognized that, while their interest in programs like NYC Connected Learning was significant and the City was prepared to invest in the initiative, funding was not sufficiently available to achieve the scale required to have a meaningful effect on broadband adoption. Given the extremely difficult fiscal conditions facing the City, further investment from these organizations was not possible.

These circumstances have only worsened in the last year, further limiting the City's ability to fund the program entirely itself. The City faces budget gaps of over $4.9 billion starting in our FY 2011, which begins in July 2010. This has forced the City to make difficult choices to avoid disrupting public health, safety and service. DoITT itself has had its FY 2010 operating budget reduced by $23.4 million from the FY 2010 financial plan process. These reductions represent 7% of the agency's FY 2010 operating budget. It is a testament to the City's belief in these programs' ability to improve the economic conditions of New Yorkers that it has been able to generate a substantial cash and in-kind match for this application.

Obviously, conditions outside of government are similarly dire, and many of the organizations that the City has explored partnerships with are also facing cutbacks. In 2008, overall foundation assets in the United States declined by more than $150 billion, or 20%. These organizations in the past have been central to funding similar initiatives with the City and DOE, but have reduced giving in the current economic environment.

FY2010 Budget information for the City, as well as DoITT and DOE as individual agencies are available on request.

49. Historical Financial Statements.

Please refer to upload section at the end of document.

Project Profile: Long Term Sustainability

50. Sustainability.

51 - A. Public Computer Center Sustainability

51 - B. Sustainable Broadband Adoption Sustainability

NYC Connected Learning is based on two years of exhaustive study and analysis. However, the innovative nature of the program means that the results data that most funding organizations seek prior to supporting an initiative is not yet available. The BTOP program will provide funding to produce such data to obtain funding from non-profit, corporate and foundation entities that have expressed interest in supporting it, as well as schools themselves.

As a demonstration of its belief in the program's future success, the City and its partners have dedicated a 24% match. In addition, the program is expected to generate $2.3M in program income to further support sustainability. Sustainable funding beyond the BTOP funding period may include:
a) City Council Support: The New York City Council has provided funding for related programs and Council Member Brewer who chairs the Committee on Technology in Government has expressed strong interest in this program and is a committed program partner.
b)Corporate Funding: Multiple corporations, including those listed as partners to this proposal, have expressed interest in funding a large-scale program such as this, and program outcomes data will further encourage their support.
c)Foundations: In developing the 2008 Broadband Action Plan, the City approached multiple foundations which indicated a willingness to discuss longer-term funding pending a demonstration of success.
d)Mayoral Support: Several organizations created or affiliated with Mayor Bloomberg, such as the DOE's Fund for Public Schools, demonstrated a willingness to fund similar programs.
e)School Discretionary Budgets: participating schools are required to fund a portion of the program via their discretionary budgets. The City believes that, as the program proves effective at boosting achievement schools will be willing to direct increased discretionary funding towards it, particularly as the DOE is working to increase the amount of money schools can spend on computing devices.

In addition to program sustainability, the City is also focused on ensuring sustainability of adoption among program participants. The program has been carefully crafted to encourage subscriber sustainability through the following approach:
a)Holistic Solution: By removing key roadblocks to broadband adoption among low-income residents, participants will be exposed to the transformational benefits of technology that will encourage sustainability beyond the initial program period.
b) Strong Value Demonstration: Positioning broadband as a critical tool to enhance educational outcomes.

c)Family Participation: The inclusion of families in the program will forge a network of users that can provide ongoing support, encouragement and rationale for continued connectedness.
d)Community-Based "Seeding": The program will focus on "seeding" high poverty neighborhoods with broadband users who will help demonstrate benefits to other members of the community.

Project Profile: Outside Leverage

51. Matching Funds.
Please refer to upload section at the end of document.

52. Unjust Enrichment
Not Applicable

53. Disclosure of Federal and/or State Funding Sources
State Funding:

Participating schools will make contributions towards each NYC Connected Learning program component using their school funds. For e.g., schools currently contribute approximately $999 per school for MOUSE Squad programs that are established in their schools by one of the NYC Connected Learning program's partners, MOUSE. This funding is provided to schools through the New York State Software Law (NYSSL). School contributions towards the NYC Connected Learning program components are not counted as match funding, instead they go towards program income and help sustain the program.

Federal Funding:

MOUSE is also seeking $500,000 through the Fund for the Improvement of Education program at the Federal Department of Education to expand its operations in New York City.

54. Buy American.
Is the applicant seeking an individual waiver of the Buy American provision?
No

Buy American Waiver Request Explanation

Not Applicable

H. DOC Environmental Checklist

55. SECTION 1 – Please refer to upload section at the end of document.

I. Compliance and Certification

56. Certification and signature.
Please refer to upload section at the end of the document.

Broadband Technology Opportunities Program
Public Computer Centers Program – Sustainable Adoption Program

Submitted Date: 8/19/2009 11:13:49 PM	**Easygrants ID: 2263**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Department of Information Technology and Telecommunications
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Paul J. Cosgrave

Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name
02. Q24 PCC; Q29 SBA - Management Team Resumes
03. Q26 PCC; Q31 SBA - Organization Chart
04. Q27 PCC; Q32 SBA - Key Partners
05. Q28 PCC; Q33 SBA Partnering: Disadvantaged Bus
06. Q35 PCC; Q40 SBA - Historical Financial Statem
08. Environmental Checklist
09. Compliance and Certifications*
10. CD-511 Certification - Lobbying, Upper Tier*
12. SF-424A Budget Information Non-Construction**
13. SF-424B Assurances Non-Construction
17. Legal Opinion*

Submitted Date: 8/19/2009 11:13:49 PM	**Easygrants ID: 2263**
Funding Opportunity: Public Computer Centers and Sustainable Broadband Adoption	**Applicant Organization:** Department of Information Technology and Telecommunications
Task: Submit Application - Non-Infrastructure Programs	**Applicant Name:** Paul J. Cosgrave

18. Authentication*
19. Supplemental Information 1

To preserve the integrity of the uploaded document, headers, footers and page numbers have not been added by the system

NYC Connected Learning **Management Team Bios**

City of New York Mayor's Office

Robert C. Lieber
Robert C. Lieber is Deputy Mayor for Economic Development. In February 2007, DM Lieber was named President of the New York City Economic Development Corporation (NYCEDC) and became Deputy Mayor in January 2008. Responsible for creating jobs and building capacity in the five boroughs, Lieber guides agencies including NYCEDC, Department of Small Business Services, Department of City Planning, Department of Finance, NYC & Company, and the Department of Information Technology and Telecommunications, among others. He oversees job-creating area-wide redevelopment projects that include Willets Point, Lower Manhattan, Hudson Yards, 125th Street, Jamaica, and Coney Island. He also spearheads the effort to support a more vibrant and diverse City economy by growing varied sectors including tourism, media, bioscience, fashion, maritime support, film, and television.

Lieber previously served as Managing Director at Lehman Brothers, where he was Global Head of Real Estate Investment Banking as well as a member of the Real Estate Private Equity business. In 1999, and again in 2003, Lieber was recognized by Institutional Investor Magazine for "Deal of The Year," and he was named "Financier of the Year" in 2005 by Commercial Property News. Lieber holds a BA from the University of Colorado and a Masters of Business Administration from The Wharton School at the University of Pennsylvania. He is Vice Chairman of the Zell-Lurie Real Estate Center at the Wharton School, and Trustee of the Urban Land Institute.

Department of Information Technology and Telecommunications (DoITT)

Paul Cosgrave
Paul J. Cosgrave was appointed Commissioner of the DoITT by Mayor Michael R. Bloomberg on June 14, 2006. Throughout his more than 35 years of experience in both the public and private sectors, Commissioner Cosgrave has devoted his career to using the power of technology to make people and the organizations they serve more effective. At DoITT, Commissioner Cosgrave is committed to ensuring that City services are accessible, transparent, and accountable to all New Yorkers.

Among his accomplishments at DoITT is *PlanIT: Better Government through Customer Service*, the City's first-ever comprehensive technology strategy for coordinated, effective and efficient citywide IT implementation. *PlanIT* builds on the City's technology accomplishments during the Bloomberg Administration and creates a strategic approach to new initiatives going forward. With an overarching theme of customer service, *PlanIT* strives to change the focus of e-government to that which first and foremost serves the customer. Additionally, Commissioner Cosgrave oversaw the development of the City of New York's Broadband Action plan, an exhaustive effort to analyze the broadband and technology options available to New Yorkers and how they can be expanded. Commissioner Cosgrave is a frequent speaker and author on the topic

of improving technology adoption for citizens. He is also a member of the New York State Council for Universal Broadband.

Prior to his appointment, Commissioner Cosgrave served as the Executive Vice President for Crown Consulting, as Chief Information Officer at the Internal Revenue Service (IRS), and was the Chairman, President and CEO of the Claremont Technology Group, a company he took public in 1996.

Mitchel Ahlbaum
Mitchel Ahlbaum has served as General Counsel and Deputy Commissioner for Franchise Administration and Planning for DoITT since October 2006. As Deputy Commissioner, he oversees the administration of New York City's broadband, cable TV and mobile telecommunications franchises. In his capacity as general counsel, he has overall responsibility for all agency legal matters and contracts. From May 2005 to October 2006, Mitchel served as DoITT's Deputy Commissioner for Telecommunications Services, with oversight responsibility for the agency's Network Services and the Wireless Technologies divisions. Among other projects, he assisted in developing the New York City Wireless Network, or NYCWiN, a Citywide mobile broadband data network supporting public safety and public works.

Mitchel was a Mayoral appointee to New York City's Broadband Advisory Committee, which was established by local law in 2005 to review and provide policy recommendations on broadband deployment and adoption in New York. He also advised, on behalf of DoITT, in development of the City's 2007 Broadband Action Plan, which forms the basis of the City's BTOP applications. Also on behalf of DoITT, Mitchel served on the FCC's Network Reliability and Interoperability Council (NRIC VII) Wireless Network Reliability Task Force.

From June 2001 to May 2005, Mitchel served as DoITT's Senior Counsel for Legislative and Regulatory Affairs. Prior to joining DoITT, he served as Assistant Budget Director at the New York City Office of Management and Budget; as Senior Director of Government Affairs at the New York City Partnership and Chamber of Commerce; and in private practice.

Vincent Grippo
Vincent Grippo has served as DoITT's Chief of Staff since September, 2007. In this role, he oversees the agency's Budget, Human Resources, Facilities, External Affairs, and Customer Relations divisions. He also serves as primary policy advisor to DoITT's commissioner and has had a substantial role in Citywide broadband initiatives. Vincent represented DoITT on the New York City Telecommunications Policy Advisory Group, which was established by New York City's Economic Development Corporation to advise the Mayor on broadband policy. The Group's work culminated in the issuance, in 2005, of "Telecommunications and Economic Development in New York City: A Plan for Action," which is the basis for the City's current broadband plans.

Kate Hohman
Kate Hohman has served as Project Manager for an array of DoITT's broadband initiatives since September 2008, overseeing the development of a set of programs to expand broadband use and adoption among low-income residents, and the implementation of programs to deploy WiFi technology in select City parks and open spaces, and enhance broadband services to Industrial and Manufacturing businesses citywide. In each of these initiatives, she works in close partnership with a broad range of City agencies and partner organizations.

Department of Education (DOE)

Photo Anagnostopoulos
Photo Anagnostopoulos is the Chief Operating Officer of the DOE and the cabinet member directly responsible for implementing programs and policies to improve student performance. Ms. Anagnostopoulos also has served as the Chief Knowledge Officer of the DOE and as a Senior Advisor to the Chancellor and Mayor on education issues. In these capacities, Ms. Anagnostopoulos has been instrumental in developing and implementing the policy of accountability and empowerment that has been central to the recent successes in student performance. In this capacity, she has overseen the implementation of tools to bring transparency and technology to the process of gathering and reporting performance metrics. Additionally, Ms. Anagnostopoulos leads efforts to integrate technology into the classroom and as means to extend the classroom environment beyond the school.

Prior to joining DOE, Ms. Anagnostopoulos served as the President of Digital Learning for the McGraw-Hill Companies where she was responsible for development of the Education Division's large-scale online assessment programs. Previously, she was the Senior Vice President of the College Board, where she was responsible for the major initiatives to fulfill the non-profit's mission of college success for all students in an economically sound manner while growing the institutional and student base of the organization.

Ms. Anagnostopoulos received a Masters of Business Administration from Harvard University and a Bachelor of Arts from Harvard College.

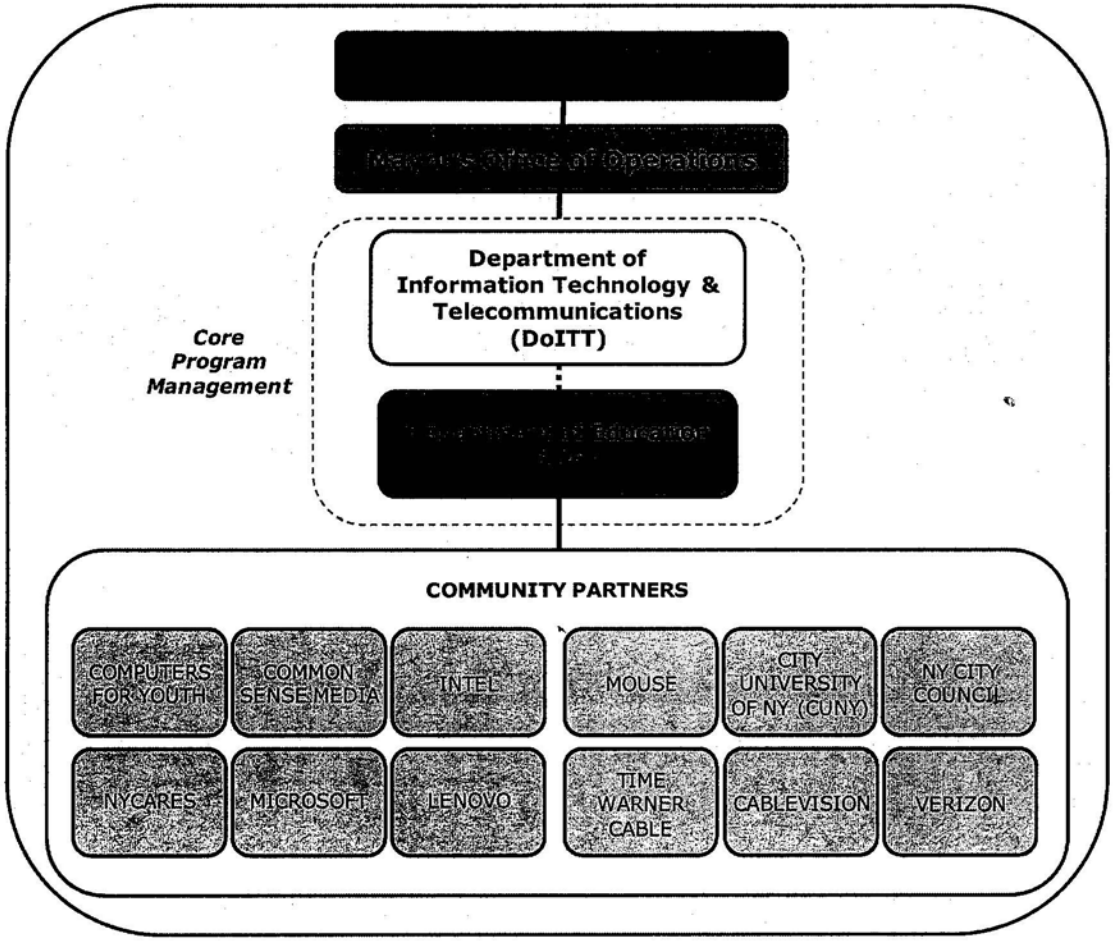
Ted Brodheim
Ted Brodheim is the Chief Information Officer of the New York City Department of Education. As CIO, Mr. Brodheim oversees all technology supporting the instructional and administrative needs of 140,000 employees, the City's 1.1 million students and over 1,500 schools. In partnership with the Senior Leadership Team, Mr. Brodheim is implementing technology to better support classroom based technology, special education, a rigorous new accountability system, and he is facilitating the upgrade of core systems. The technology infrastructure at the DOE is one of the largest, public or private in New York City. It includes 9,000 miles of cabling connecting 325,000 workstations to a 95 mile fiber optic loop spanning all five boroughs, and over 55,000 wireless access points servicing 52,000 classrooms. Prior to joining the DOE Mr. Brodheim, spent 25 years in the financial services industry holding senior technology roles in NY and London for Goldman Sachs, Donaldson, Lufkin & Jenrette, and JP Morgan Chase.

Bruce Lai
Bruce Lai is the Chief of Staff to the Chief Information Officer (CIO) of the New York City Department of Education (DOE), the largest public school district in the United States. Mr. Lai serves as the chief strategy, change and innovation adviser to the Chief Information Officer of the New York City Department of Education (DOE). In this role, he leads a staff of more than 500 in enterprise instructional technology strategy, new initiatives and innovations, business development and fundraising, marketing, communications and public relations, quality assurance

and software testing, and school technology advisory services. Mr. Lai is one of DOE's key instructional technology strategists and plays the role of thought leader on all DOE learning management and collaboration systems and tools used by students, educators, school leaders and parents to improve communication, collaboration, teaching and learning, inside and outside the classroom. He is also in charge of many of the new DOE technology initiatives / innovations, including the piloting of low-cost computing devices, the CUNY tech intern program (on-site tech support by college students), free e-mail accounts for all students and parents, and the introduction of Apple's Tunes U as a educational publishing and distribution platform.

Formerly, Mr. Lai was Chief of Staff to Council Member Gale A. Brewer, the Chair of the Committee on Technology in Government at the New York City Council. As her Chief of Staff, Mr. Lai was the chief policy, legislative, press and political advisor to the Council Member and directed the activities of the Committee on Technology in Government of the New York City Council. In this capacity, he was instrumental in keeping the issue of access to technology on the front burner for political, business and non-profit leaders City-wide. Before becoming Council Member Brewer's chief aide, Mr. Lai was the Legislative Policy Analyst and lead staff person for the Council Member Brewer's Committee on Technology in Government.

NYC Connected Learning Program Governance



Roles & Responsibilities

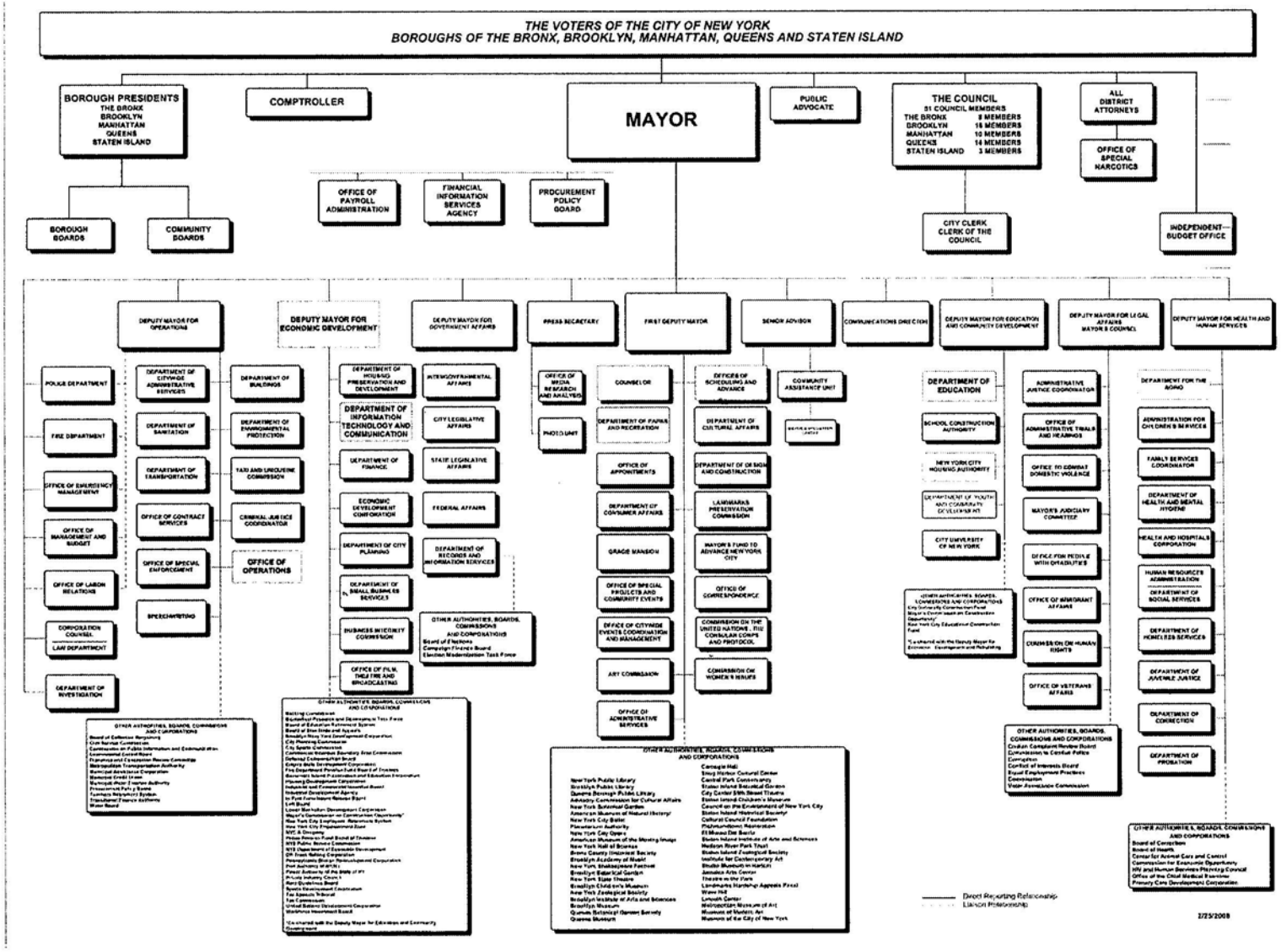
City Oversight
- Advisory Role on Program Approach

DoITT (Lead BTOP Applicant)
- Overall Program Management
- Program-Wide Monitoring & Reporting

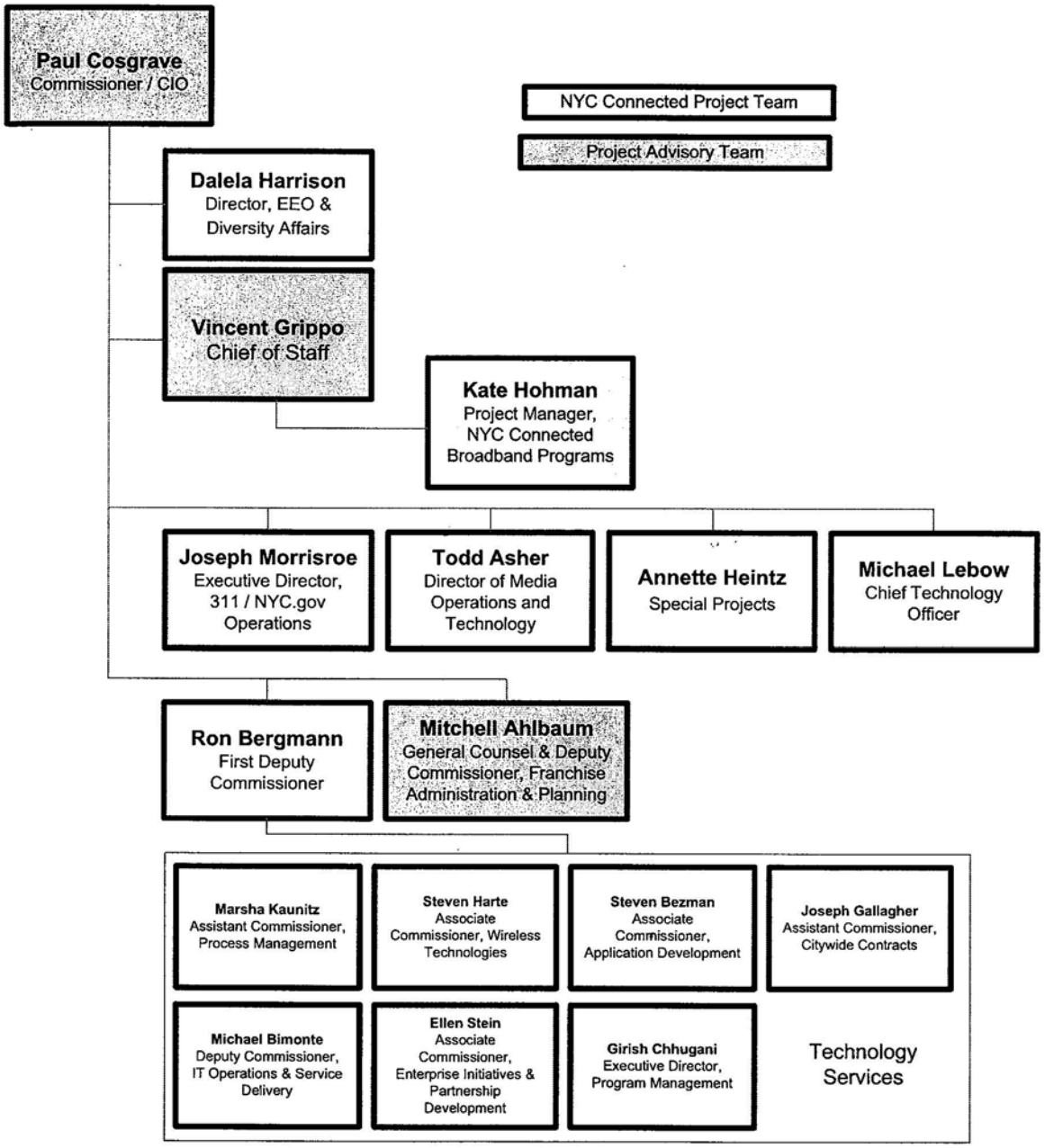
DoE (Sub-Applicant)
- Overall Program Execution
- Vendor Management
- Monitoring & Reporting
- Overall Program Impact Measurement
- School & Community Outreach

Community Partners
- Program Delivery
- Component Impact Measurement
- School & Community Outreach
- Equipment Provision
- Broadband Service Provision
- Digital Literacy Training

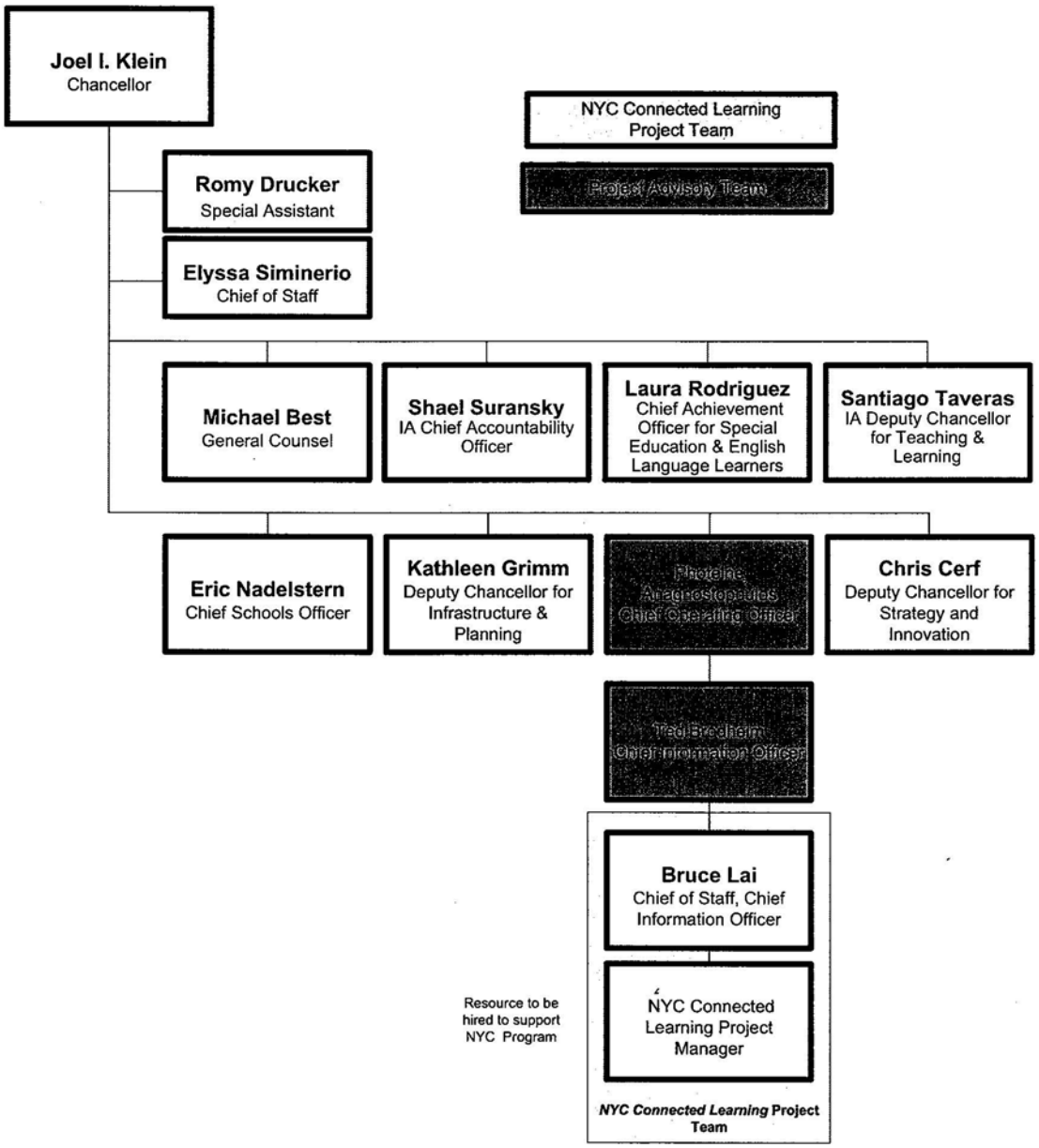
City of New York Organization Chart



New York Department of Information Technology and Telecommunications (DoITT)
Organization Chart and Project Team



New York City Department of Education (DOE)
Organization Chart and Project Team



THE NEW YORK CITY DEPARTMENT OF EDUCATION
JOEL I. KLEIN, *Chancellor*

OFFICE OF THE CHANCELLOR
52 CHAMBERS STREET - NEW YORK, NY 10007

August 11, 2009

National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Ave., NW
Washington, DC 20230

Dear BTOP Grant Selection Committee:

I am writing to express my strong support for the *NYC Connected Learning* initiative. This program will support the New York City Department of Education's efforts to prepare our students for the challenges of the 21st Century global economy. By expanding opportunities for students to utilize technology in the classroom and at home, the *NYC Connected Learning* initiative will increase and enhance learning opportunities for those students who need them most.

- Our most disadvantaged students often lack access to technology at home, which can prevent them from continued learning after standard school hours. This initiative would bring computers and broadband connectivity to qualifying student homes.
- The *NYC Connected Learning* initiative targets 6th graders; 6th grade is when students begin to engage in higher-order critical thinking and problem-solving. This program, with its focus on instruction, promises to advance and develop these vital skills.
- If our students are to benefit from technology, we must ensure that our teachers and school administrators know how to utilize technology to enhance teaching and learning. The *NYC Connected Learning* initiative will ensure that the proper technology supports and professional development resources are in place to help educators create engaging digital content, integrate technology into their instructional practices, and support home learning through technology.
- Educators and school-based administrators will be directly responsible for shaping key aspects of the program. Our experience and research show that educator empowerment helps drive successful educational innovation.

Technology adoption among economically disadvantaged students, who account for the majority of New York City's student population, lags dramatically behind adoption among middle- and upper-income students. While recent investments in school computer hardware have been helpful, in-home adoption is critical. The *NYC Connected Learning* program will promote the sustainable adoption of technology that our students need to succeed in school, the workplace, and beyond.

I want to assure the committee that my leadership team is fully committed to making this program a success and to ensuring that we not only promote the objectives of BTOP, but that *NYC Connected Learning* is used to fundamentally improve the lives of our children. If you have any questions, please feel free to contact me.

Sincerely,

Joel Klein

Computers for Youth
We Bring Learning Home

322 Eighth Avenue, Floor 12A
New York, NY 10001

www.cfy.org

tel: 212-563-7300
fax: 212-563-1215

STATEMENT OF PARTNER SUPPORT

August 12, 2009

Elisabeth Stock
Chief Executive Officer & Co-Founder
Computers for Youth

Dear BTOP Grant Proposal Review Committee:

On behalf of Computers for Youth, I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. We are committed to this program and stand ready to participate directly in its execution.

New York City Public Schools educate 1.1 million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as ours. We view the *NYC Connected Learning* initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

Elisabeth Stock

The City University of New York

Senior University D. . for Academic Affairs
Dean of the School of Professional Studies

535 East 80th Street, New York, NY 10021
Phone: 212/794-5429 Fax: 212/794-5706
Email: john.mogulescu@mail.cuny.edu

August 10, 2009

Dear BTOP Grant Proposal Review Committee:

On behalf of the City University of New York (CUNY), I am writing to express our support for the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. We are committed to this program and stand ready to participate directly in its execution.

The New York City Public School system educates 1.1 million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as ours. We view the *NYC Connected Learning* initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

John Mogulescu

BOARD OF DIRECTORS

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LivePerson

Luyen Chou, ***Vice Chairman***
SchoolNet

Michael Rockefeller, ***Secretary***
Active Media

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Microsoft Corporation

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Wireless Generation

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City University of New York

Mayra Linares
The Maylin Group

Jeanne Meyer
EMI North America

Mark Mooney
McGraw-Hill Education

Ejovi Nuwere
Land Rush Group
The Japan Times

Peter Vincent
Time Inc.

Carole Wacey
MOUSE Inc.

August 12, 2009

Dear BTOP Grant Proposal Review Committee:

On behalf of MOUSE, I am writing to express our strong support of the NYC Connected Learning initiative as a key program partner. MOUSE believes this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. MOUSE is committed to this program and we are committed to its successful implementation.

New York City Public Schools educate 1.1 million students annually and is one of the country's largest talent-generating engines; however, a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the NYC Connected Learning initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the NYC Connected Learning program helps underserved students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as MOUSE. We view the NYC Connected Learning initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about MOUSE or our organization's support of NYC Connected Learning, please feel free to contact me directly at 212.920.3665 or carole@mouse.org.

Sincerely,

Carole Wacey
Executive Director

MOUSE
295 Lafayette Street, Suite 501, New York, NY 10012
Phone: 212.920.3665 Fax: 212.226.5619 Email: info@mouse.org
www.mouse.org

August 12, 2009

Melanie Fekete
Strategic Public Sector Programs
Intel Americas
2200 Mission College Blvd
Santa Clara, CA 95052

Dear BTOP Grant Proposal Review Committee:

On behalf of Intel Americas Inc, It is with great pleasure that I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. We have supported this program in the past and stand ready to continue supporting the program.

New York City Public Schools educate 1.1 million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as ours. We view the *NYC Connected Learning* initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

Melanie Fekete

Melanie Fekete
NYC, Strategic Public Sector Programs Manager
Intel Americas

August 14, 2009

Thomas McCusker
Account Executive-- Metro NY Public Sector
Lenovo (US) Inc.
1009 ThinkPlace
Morrisville, NC 27560
Ph: 860-350-2656
Cell: 860-488-0830
E-mail: tmccuske@lenovo.com

Dear BTOP Grant Proposal Review Committee:

On behalf of Lenovo (US) Inc., I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. We are committed to this program and stand ready to participate directly in its execution.

New York City Public Schools educate 1.1 million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as ours. We view the *NYC Connected Learning* initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

Thomas P. McCusker

Lenovo (US) Inc.

STATEMENT OF PARTNER SUPPORT

August 12, 2009

Anthony Salcito
General Manager – US Education
Microsoft Corporation
1290 Avenue of the Americas, 6th floor
New York, NY 10104

Dear BTOP Grant Proposal Review Committee:

On behalf of Microsoft Corporation, I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our country's neediest children. We are committed to this program and stand ready to participate directly in its execution.

New York City Public Schools educate 1.1 million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations such as ours. We view the *NYC Connected Learning* initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

Anthony Salcito
General Manager – US Education - Microsoft Corporation

CABLEVISION

VIA EMAIL AND FEDEX

August 13, 2009

Hon. Paul J. Cosgrave
DOITT
75 Park Place, 9th Floor
New York, NY 10007

Dear Commissioner Cosgrave:

Cablevision is pleased to express our support of the *NYC Connected Learning* initiative. We support the City's efforts to ensure that NYC students have access to technology tools and educational resources required for academic and life-long success.

Cablevision has a long-standing commitment to education. Our program, Power to Learn, is centered on the belief in the effectiveness of comprehensive programs that address access to technology and creation of content to make technology useful for learning.

Our Power to Learn initiative provides all public and private schools in our service area with the opportunity to receive the Triple Play for Education – free Internet, free cable television and free voice services. Power to Learn also provides free educational resources online at powertolearn.com and via programs at school and at home aimed at maximizing the potential of technology to enhance learning.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its holistic approach, the *NYC Connected Learning* program has the potential to help students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

We look forward to working with the City on the *NYC Connected Learning* initiative.

Sincerely,

Elizabeth Losinski
Vice President – Cable Policy

CABLEVISION SYSTEMS CORPORATION
1111 Stewart Avenue, Bethpage NY 11714-3581
516 803-2300

TIME WARNER CABLE

Harriet Novet
Regional Vice President
Public Affairs
New York City Region

120 East 23rd Street
New York, NY 10010
ph 212.379.5980
fax 212.420.4877

August 11, 2009

Dear BTOP Grant Proposal Review Committee:

On behalf of Time Warner Cable's NYC Region, I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner. We believe this program provides an innovative model for increasing broadband adoption by vulnerable populations and promoting the academic achievement of some of our City's neediest children. We are committed to this program and stand ready to participate directly in its execution.

New York City Public Schools educate over one million students annually and is one of the country's largest talent-generating engines. Yet a large majority of students in the City's public schools have limited access to the basic technology tools and educational resources required for academic success.

With the *NYC Connected Learning* initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students. Through its truly holistic approach, the *NYC Connected Learning* program helps students obtain the critical 21st century skills that are a prerequisite to successful participation in the global economy.

Successful implementation of this program requires the active participation of organizations like Time Warner Cable. We view the *NYC Connected Learning* initiative as a way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

I would be delighted to discuss this further. Please feel free to contact me in the event that you have any questions.

Sincerely,

Harriet Novet

Richard Windram
Director – Government & External Affairs
Verizon Public Affairs, Policy & Communications

140 West Street, 30th Floor
New York, NY 10007
Phone 212 321-8110
Fax 212 791-0517
richard.windram@verizon.com

August 12, 2009

Dear BTOP Grant Proposal Review Committee:

On behalf of Verizon, I am writing to express our strong support of the NYC Connected Learning initiative as a potential program partner. We believe this program provides an innovative model for increasing broadband adoption and look forward to working with the NYC Department of Education in its execution.

With the NYC Connected Learning initiative, the City has crafted an ambitious program that empowers teachers and parents to utilize broadband and other digital technologies to enhance the school and home learning environments of low-income students.

Successful implementation of this program requires the active participation of organizations such as ours. We view the NYC Connected Learning initiative as way for us to meaningfully work toward addressing the important objectives of improving student achievement and encouraging sustainable technology adoption, and look forward to the opportunity to support this critical effort.

Should you have any questions about the program or our organization's support of it, please feel free to contact us.

Sincerely,

Richard Windram

Agreement in Principle for Small Disadvantaged Business to Provide Services

August 12, 2009

Raquel Caines Elliott
Owner
2nd Nature
481 Prospect Place, Suite 4B, Brooklyn, NY 11238

Dear BTOP Grant Proposal Review Committee:

On behalf of 2nd Nature, I am writing to express our strong support of the *NYC Connected Learning* initiative as a key program partner.

2nd Nature is a Small Disadvantaged Business according to all of the criteria established by Section 8(a) of the Small Business Act:

- 2nd Nature satisfies the Small Business Administration's size standards for 2nd Nature's industry classification because our average annual receipts are less than the $25.5 million established for the Truck Transportation industry.
- 2nd Nature is owned entirely by myself, an African-American. Therefore, a "socially and economically disadvantaged individual controls the small business concern's management and daily business operations and unconditionally own 51 percent of the business."

2nd Nature has been providing key shipping and logistical support to Computers for Youth (CFY) for 4 years, including shipping CFY's home learning centers directly to New York City Public Schools for their Saturday Family Learning Workshops.

Should this BTOP grant be funded, 2nd Nature is poised to support this ambitious program to serve up to 100 schools per year in New York City by expanding our CFY home learning shipping services.

Should you have any questions about the program or our business's support of it, please feel free to contact us.

Sincerely,

Raquel Caines Elliott

BUDGET INFORMATION - Non-Construction Programs

OMB Approval No. 0348-0044

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. All Program Costs		$	$	$ 22,162,825	$ 5,864,366	$ 28,027,191
2.						
3.						
4.						
5. Totals		$	$	$ 22,162,825	$ 5,864,366	$ 28,027,191

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY				Total
	(1) FEDERAL REQUEST	(2) TCH (CASH AND IN-KI	(3)		(5)
a. Personnel	$	$ 161,412	$	$	$ 161,412
b. Fringe Benefits		82,320			82,320
c. Travel					0
d. Equipment					0
e. Supplies					0
f. Contractual	285,120				285,120
g. Construction					0
h. Other	21,877,705	5,620,634			27,498,339
i. Total Direct Charges *(sum of 6a-6h)*					28,027,191
j. Indirect Charges					0
k. TOTALS *(sum of 6i and 6j)*	$	$	$	$	$ 28,027,191
7. Program Income	$	$	$	$	$ 0

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SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8. ALL GRANT PROGRAMS	$ 243,732	$	$ 5,620,634	$ 5,864,366
9.				
10.				
11.				
12. TOTAL *(sum of lines 8-11)*	$ 243,732	$ 0	$ 5,620,634	$ 5,864,366

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	$ 0	$	$	$	$
14. Non-Federal					
15. TOTAL *(sum of lines 13 and 14)*	$	$	$	$	$

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (Years)			
	(b) First	(c) Second	(d) Third	(e) Fourth
16. ALL GRANT PROGRAMS	$	$	$	$
17.				
18.				
19.				
20. TOTAL *(sum of lines 16-19)*	$	$	$	$

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:	22. Indirect Charges:
23. Remarks:	

OMB Approval No. 4040-0006
Expiration Date 04/30/2008

BUDGET INFORMATION - Non-Construction Programs

SECTION A - BUDGET SUMMARY

Grant Program Function or Activity (a)	Catalog of Federal Domestic Assistance Number (b)	Estimated Unobligated Funds		New or Revised Budget		
		Federal (c)	Non-Federal (d)	Federal (e)	Non-Federal (f)	Total (g)
1. Family Broadband Engagement Program	11.557	$	$	$ 18,931,106.00	$ 5,684,448.00	$ 24,615,554.00
2. In-School Instructional Technology Coaches	11.557			5,391,004.00	1,658,996.00	7,050,000.00
3. In-School Technology Support & Training	11.557			3,137,915.00	965,644.00	4,103,559.00
4. Program Evaluation & Administration	11.557			748,940.00	846,173.00	1,595,113.00
5. Totals		$ 0.00	$ 0.00	$ 28,208,965.00	$ 9,155,261.00	$ 37,364,226.00

SECTION B - BUDGET CATEGORIES

6. Object Class Categories	GRANT PROGRAM, FUNCTION OR ACTIVITY (1) Family Broadband Engagement Program	(2) In-School Instructional Technology Coaches	(3) In-School Technology Support & Training	(4) Program Evaluation & Administration	Total (5)
a. Personnel	$ 6,597,234.00	$	$ 370,500.00	$ 470,813.00	$ 7,438,547.00
b. Fringe Benefits	1,418,405.00		153,188.00		1,571,593.00
c. Travel	131,945.00				131,945.00
d. Equipment	11,318,040.00		41,000.00		11,359,040.00
e. Supplies	108,067.00				108,067.00
f. Contractual	1,434,671.00	7,050,000.00	717,500.00	1,124,300.00	10,326,471.00
g. Construction	0.00				0.00
h. Other	3,607,191.00		2,821,372.00		6,428,563.00
i. Total Direct Charges (sum of 6a-6h)	24,615,553.00	7,050,000.00	4,103,560.00	1,595,113.00	$ 37,364,226.00
j. Indirect Charges					$ 0.00
k. TOTALS (sum of 6i and 6j)	$ 24,615,553.00	$ 7,050,000.00	$ 4,103,560.00	$ 1,595,113.00	$ 37,364,226.00
7. Program Income	$ 1,169,280.00	$ 705,000.00	$ 459,287.00	$	$ 2,333,567.00

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SECTION C - NON-FEDERAL RESOURCES

(a) Grant Program	(b) Applicant	(c) State	(d) Other Sources	(e) TOTALS
8. Family Broadband Engagement Program	$	$	$ 5,684,448.00	$ 5,684,448.00
9. In-School Instructional Technology Coach			1,658,996.00	1,658,996.00
10. In-School Technology Support & Training			965,644.00	965,644.00
11. Program Evaluation & Administration	270,813.00		575,360.00	846,173.00
12. TOTAL (sum of lines 8-11)	$ 270,813.00	$ 0.00	$ 8,884,448.00	$ 9,155,261.00

SECTION D - FORECASTED CASH NEEDS

	Total for 1st Year	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter
13. Federal	$ 8,596,890.00	$ 1,044,173.00	$ 1,959,661.00	$ 2,292,181.00	$ 3,300,876.00
14. Non-Federal	$ 2,660,559.00	347,081.00	617,769.00	563,632.00	1,132,077.00
15. **TOTAL** (sum of lines 13 and 14)	$ 11,257,449.00	$ 1,391,254.00	$ 2,577,430.00	$ 2,855,813.00	$ 4,432,953.00

SECTION E - BUDGET ESTIMATES OF FEDERAL FUNDS NEEDED FOR BALANCE OF THE PROJECT

(a) Grant Program	FUTURE FUNDING PERIODS (YEARS)			
	(b) First	(c)Second	(d) Third	(e) Fourth
16. Family Broadband Engagement Program	$ 8,391,492.00	$ 4,921,090.00	$	$
17. In-School Instructional Technology Coach	2,356,145.00	1,177,496.00		
15. In-School Technology Support & Training	1,534,066.00	762,733.00		
19. Program Evaluation & Administration	312,784.00	156,269.00		
20. **TOTAL** (sum of lines 16 - 19)	$ 12,594,487.00	$ 7,017,588.00	$ 0.00	$ 0.00

SECTION F - OTHER BUDGET INFORMATION

21. Direct Charges:

22. Indirect Charges:

23. Remarks:

BTOP Public Computer Center and Sustainable Broadband Adoption
Detailed Budget Template
Department of Commerce

Easy Grants ID: **2263** | February 11, 2010

Applicant: **Department of Information Technology and Telecommunications on Behalf of the City of New York**
Project Title: **NYC Connected Learning**

SF-424A Object Class Category	**General**				**Detail**				
a. Personnel - List position, number of staff, annual salaries, % time spent on project	**Position**	**Federal Support**	**Matching Support**	**Total**	**# of Positions**	**Annual Salary**	**Duration (months)**	**% Time Spent on Project**	**Total**
GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DoITT)**	Deputy Chief of Staff, DoITT - represents 5% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$9,358	$9,358	1	$83,178.81	27.00	5.00%	$9,358
	Senior Counsel for Regulatory and Legislative Affairs, DoITT - represents 15% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$43,184	$43,184	1	$127,952.32	27.00	15.00%	$43,184
	Deputy Commissioner for Telecommunications Services DoITT - represents 5% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$19,418	$19,418	1	$172,603.97	27.00	5.00%	$19,418
	Chief of Staff, DoITT - represents 5% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$13,299	$13,299	1	$118,214.57	27.00	5.00%	$13,299
	Project Manager, DoITT - represents 50% of 25 hour/wk schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$61,074	$61,074	1	$54,288	27.00	50.00%	$61,074
	Expense Budget Director, DoITT - represents 2% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$5,828	$5,828	1	$129,509.93	27.00	2.00%	$5,828
	Budget Analyst, DoITT - represents 2% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$2,113	$2,113	1	$46,953.64	27.00	2.00%	$2,113
	Associate Commissioner for Financial Services, DoITT - represents 2% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$7,139	$7,139	1	$158,649.01	27.00	2.00%	$7,139
Subtotal		**$0**	**$161,412**	**$161,412**					**$161,412**

b. Fringe Benefits - Include salaries and fringe rate.	**Position**	**Federal Support**	**Matching Support**	**Total**	**# of Positions**	**Salary**	**Duration (months)**	**% Time Spent on Project**	**Fringe Rate**	**Total**

GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DoITT)**	Deputy Chief of Staff, DoITT - represents 5% of full-time schedule for the program period. [Match is in-kind, provided by the applicant.]	$0	$4,772	$4,772	1	$83,179	27.00	5.00%	51.00%	$4,772
	Senior Counsel for Regulatory and Legislative Affairs, DoITT - represents 15% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$22,024	$22,024	1	$127,952.32	27.00	15.00%	51.00%	$22,024
	Deputy Commissioner for Telecommunications Services DoITT - represents 5% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$9,903	$9,903	1	$172,603.97	27.00	5.00%	51.00%	$9,903
	Chief of Staff, DoITT - represents 5% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$6,783	$6,783	1	$118,214.57	27.00	5.00%	51.00%	$6,783
	Project Manager, DoITT - represents 50% of 25 hour/wk schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$31,148	$31,148	1	$54,288	27.00	50.00%	51.00%	$31,148
	Expense Budget Director, DoITT - represents 2% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$2,972	$2,972	1	$129,509.93	27.00	2.00%	51.00%	$2,972
	Budget Analyst, DoITT - represents 2% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$1,078	$1,078	1	$46,953.64	27.00	2.00%	51.00%	$1,078
	Associate Commissioner for Financial Services, DoITT - represents 2% of full-time schedule for the program period, including 51% fringe. [Match is in-kind, provided by the applicant.]	$0	$3,641	$3,641	1	$158,649	27.00	2.00%	51.00%	$3,641
Subtotal		**$0**	**$82,320**	**$82,320**						**$82,320**

c. Travel - For significant costs, include details such as number and purpose of trips, destinations.	**Purpose of Trip**	**Federal Support**	**Matching Support**	**Total**	**# of Trips**	**Cost per Trip**	**Total**
	N/A	$0	$0	$0			$0
Subtotal		$0	$0	**$0**			**$0**

d. Equipment Costs - List equipment with # of units and unit costs. Distinguish between equipment intended for applicant use versus equipment for the end user.	**Equipment Description**	**Federal Support**	**Matching Support**	**Total**	**#Units**	**Unit Cost**	**Total**
	N/A	$0	$0	$0			$0
Subtotal		$0	$0	**$0**			**$0**

e. Supplies - List costs associated with materials/printing, curriculum, translations, and other supplies	**Description**	**Federal Support**	**Matching Support**	**Total**	**#Units (If Applicable)**	**Unit Name (If Applicable)**	**Unit Cost (If Applicable)**	**Total**
	N/A	$0	$0	$0				$0
Subtotal		$0	$0	**$0**				**$0**

f. Contractual - List contractors with purpose of contract, hourly rate or total fixed rate. List any subgrantees with subgrant amounts.		**Federal Support**	**Matching Support**	**Total**	**# Units (If Applicable)**	**Unit Type**	**Rate per Unit (If Applicable)**	**Total Contract**
Contractors:								
GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DoITT)**	Project Manager (Consultant)	$142,560	$0	$142,560	1 position at 50% of FTE for 27 months		Salary: $126,720	$142,560
	Project Manager (Consultant)	$142,560	$0	$142,560	at 50% of FTE for 27 months		Salary: $126,720	$142,560
Subtotal		**$285,120**	**$0**	**$285,120**				**$285,120**

g. Construction - If applicable, list construction costs not included in the SF-424C	**Description**	**Federal Support**	**Matching Support**	**Total**			
	N/A	$0	$0.00	$0			$0
Subtotal		**$0**	**$0.00**	**$0**			**$0**

h. Other (a, Personnel) - List position, number of staff, annual salaries, % time spent on project	**Position**	**Federal Support**	**Matching Support**	**Total**	**# of Positions**	**Annual Salary**	**Duration (months)**	**% Time Spent on Project**	**Total**
GRANT PROGRAM 1: Family Broadband Engagement Program; **Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)**	*Start Up - Personnel*								
	Start-Up - BTOP Program Director								
	Start-Up - BTOP Tech/Ops Supervisor								
	Start-Up - BTOP Shipping & Inventory Manager								
	Start-Up - BTOP Tech Lead Manager								
	Start-Up - BTOP Data Manager								
	Start-Up - BTOP Customer Service Manager								
	Start-Up - BTOP Program Supervisor								
	Start-Up - BTOP Curriculum Manager								
	Start-Up - BTOP Curriculum Assistant								

	Start-Up - BTOP School Program Managers	[redacted]
	Start-Up - BTOP Prep/Registration Coordinators	
	Start-Up - BTOP Master Teacher Manager	
	Start-Up - BTOP Volunteer Manager	
	Start-Up - BTOP Finance Manager	
	Start-Up - National Director of Finance & Admin	
	Start-Up - BTOP National Chief Program Officer	
	Start-Up - BTOP National Office Manager	
	Start-up - NYC Director	
	Start-Up - NYC Program Managers	
	Operations - Personnel	
	Operations - BTOP Program Director	
	Operations - BTOP Tech/Ops Supervisor	
	Operations - BTOP Shipping & Inventory Manager	
	Operations - BTOP Shipping & Inventory Assistant	
	Operations - BTOP Tech Lead Manager	
	Operations - BTOP Data Manager	
	Operations - BTOP Data Entry Specialist	
	Operations - BTOP Customer Service Manager	
	Operations - BTOP Customer Service Specialists	
	Operations - BTOP Program Supervisor	
	Operations - BTOP Curriculum Manager	
	Operations - BTOP Curriculum Assistant	
	Operations - BTOP School Program Managers [Match is cash, provided by "other" (DoE, schools' contribution).]	
	Operations - BTOP Prep/Registration Coordinators	
	Operations - BTOP Master Teacher Manager	
	Operations - BTOP Volunteer Manager	
	Operations - BTOP Master Teachers	
	Operations - BTOP "Master" Master Teachers	
	Operations - BTOP Tech Leads	
	Operations - BTOP Tech Associates	
	Operations - BTOP Office Manager	
	Operations - BTOP Finance Manager	
	Operations - BTOP Finance Associate	
	Operations - National Director of Finance & Admin	
	Operations - National Chief Program Officer	
	Operations - NYC Director	
	Operations - NYC Program Managers	
GRANT PROGRAM 3: In-School Technology Support & Training; Component 4: CUNY Tech Support (CUNY)	Program Manager	

	CUNY Technology Intern @ $11,260 rate for 39 weeks, 17 hours/week YEARS 2 & 3: 100 Interns/year @ 17 hrs/wk x 39 wks/yr for 2 years = $2,252,000). [Match is cash, provided by "other" (DoE, schools' contribution).]								
GRANT PROGRAM 3: In-School Technology Support & Training; **Component 5: MOUSE Squads (MOUSE)**	Education Director (Preparation Phase - Planning phase Personnel support (April-June 2010) -								
	Program Manager (Preparation Phase - Planning phase Personnel support (April-June 2010)								
	Squad Manager (Preparation Phase - Planning phase Personnel support (April-June 2010)								
	Field Support Representative (Preparation Phase - Planning phase Personnel support (April-June 2010)								
	Ongoing Personnel Support - Program coordinator								
	Ongoing Personnel Support - Senior Program Coordinator								
	Preparation Phase - Marketing & Outreach - 1 FTE Communications Director								
GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DOE)**	Executive Director, Innovaction and Education Technology (DOE) - represents 36.92% of full-time schedule for the program period. [Match is in-kind, provided by "other" (DoE).]	$0	$73,282	$73,282	1	$88,224.00	27.00	36.92%	$73,282
	Chief Information Officer (DOE) - represents 15% of full-time schedule for the program period. [Match is in-kind, provided by "other" (DoE).]	$0	$65,180	$65,180	1	$193,125.00	27.00	15.00%	$65,180
	Project Manager - represents 100% of full-time schedule for the program period	$225,000	$0	$225,000	1	$100,000.00	27.00	100.00%	$225,000
	Program Director - represents 100% of full-time schedule for the program period	$202,500	$0	$202,500	1	$90,000.00	27.00	100.00%	$202,500
	Analyst - represents 100% of full-time schedule for the program period	$123,750	$0	$123,750	1	$55,000.00	27.00	100.00%	$123,750
Subtotal		**$8,009,911**	**$1,477,262**	**$9,487,173**					**$9,487,173**

h. Other (b. Fringe Benefits) - Include salaries and fringe rate.	**Position**	**Federal Support**	**Matching Support**	**Total**	**# of Positions**	**Salary**	**Duration**	**% Time Spent on Project**	**Fringe Rate**	**Total**
GRANT PROGRAM 1: Family Broadband Engagement Program; Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)	*Start Up - Fringe*									
	Start-Up - BTOP Program Director									
	Start-Up - BTOP Tech/Ops Supervisor									

	Start-Up - BTOP Shipping & Inventory Manager	[redacted]
	Start-Up - BTOP Tech Lead Manager	
	Start-Up - BTOP Data Manager	
	Start-Up - BTOP Customer Service Manager	
	Start-Up - BTOP Program Supervisor	
	Start-Up - BTOP Curriculum Manager	
	Start-Up - BTOP Curriculum Assistant	
	Start-Up - BTOP School Program Managers	
	Start-Up - BTOP Prep/Registration Coordinators	
	Start-Up - BTOP Master Teacher Manager	
	Start-Up - BTOP Volunteer Manager	
	Start-Up - BTOP Finance Associate	
	Start-Up - National Director of Finance & Admin	
	Start-Up - BTOP National Chief Program Officer	
	Start-Up - BTOP National Office Manager	
	Start-up - NYC Director	
	Start-Up - NYC Program Managers	
	Operations - Fringe	
	Operations - BTOP Program Director	
	Operations - BTOP Tech/Ops Supervisor	
	Operations - BTOP Shipping & Inventory Manager	
	Operations - BTOP Shipping & Inventory Assistant	
	Operations - BTOP Tech Lead Manager	
	Operations - BTOP Data Manager	
	Operations - BTOP Data Entry Specialist	
	Operations - BTOP Customer Service Manager	
	Operations - BTOP Customer Service Specialists	
	Operations - BTOP Program Supervisor	
	Operations - BTOP Curriculum Manager	
	Operations - BTOP Curriculum Assistant	
	Operations - BTOP School Program Managers	
	Operations - BTOP Prep/Registration Coordinators	
	Operations - BTOP Master Teacher Manager	
	Operations - BTOP Volunteer Manager	
	Operations - BTOP Master Teachers	
	Operations - BTOP "Master" Master Teachers	
	Operations - BTOP Tech Leads	
	Operations - BTOP Tech Associates	
	Operations - BTOP Office Manager	
	Operations - BTOP Finance Manager	
	Operations - BTOP Finance Associate	
	Operations - National Director of Finance & Admin	
	Operations - National Chief Program Officer	
	Operations - NYC Director	
	Operations - NYC Director	

GRANT PROGRAM 3: In-School Technology Support & Training; **Component 4 - CUNY Tech Support (CUNY)**	Program Manager - Fringe	[redacted]								
GRANT PROGRAM 3: In-School Technology Support & Training; **Component 5: MOUSE Squads (MOUSE)**	Ongoing Personnel Support - Program Coordinator benefits									
	Ongoing Personnel Support - Senior Program Coordinator benefits									
	Education Director (Preparation Phase - Planning phase Personnel support (April-June 2010)									
	Program Manager (Preparation Phase - Planning phase Personnel support (April-June 2010)									
	Squad Manager (Preparation Phase - Planning phase Personnel support (April-June 2010)									
	Field Support Representative (Preparation Phase - Planning phase Personnel support (April-June 2010)									
GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DOE)**	Executive Director, Innovation and Education Technology (DOE) - represents 36.92% of full-time schedule for the program period. [Match is in-kind, provided by "other" (DoE).]	$0	$22,007	$22,007	1	$88,224.00	27.00	36.92%	30.03%	$22,007
	Chief Information Officer (DOE) - represents 15% of full-time schedule for the program period. [Match is in-kind, provided by "other" (DoE).]	$0	$19,573	$19,573	1	$193,125.00	27.00	15.00%	30.03%	$19,573
	Project Manager - represents 100% of full-time schedule for the program period	$64,189	$0	$64,189	1	$95,000.00	27.00	100.00%	30.03%	$64,189
	Program Director - represents 100% of full-time schedule for the program period	$64,189	$0	$64,189	1	$95,000.00	27.00	100.00%	30.03%	$64,189
	Analyst - represents 100% of full-time schedule for the program period	$37,162	$0	$37,162	1	$55,000.00	27.00	100.00%	30.03%	$37,162
Subtotal		**$1,597,063**	**$41,580**	**$1,638,643**						**$1,638,643**

h. Other (c. Travel) - For significant costs, include details such as number and purpose of trips, destinations.	**Purpose of Trip**	**Federal Support**	**Matching Support**	**Total**	**# of Trips**	**Cost per Trip**	**Total**
GRANT PROGRAM 1: Family Broadband Engagement Program; **Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)**	Start Up - Travel - Travel for program planning with partner entities - Mass Transit (preferred)	$1,899	$0.00	$1,899	422	$4.50	$1,899
	Start Up - Travel - Travel for program planning with partner entities - Car Service (only for travel to Outer Borough schools not easily accessible via mass transit)	$2,075	$0.00	$2,075	83	$25.00	$2,075

	Operations - Travel - Local travel to NYC public schools for outreach and workshops - Mass Transit (preferred)	$58,401	$0.00	$58,401	12,295	$4.75	$58,401
	Operations - Travel - Local travel to NYC public schools for outreach and workshops - Car Service (only for travel to Outer Borough schools not easily accessible via mass transit)	$63,473	$0.00	$63,473	2,418	$26.25	$63,473
Subtotal		**$125,848**	**$0.00**	**$125,848**			**$125,848**

h. Other (d. Equipment Costs) - List equipment with # of units and unit costs. Distinguish between equipment intended for applicant use versus equipment for the end user.	**Equipment Description**	**Federal Support**	**Matching Support**	**Total**	**#Units**	**Unit Cost**	**Total**
Applicant Equipment							
GRANT PROGRAM 1: Family Broadband Engagement Program; **Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)**	Start Up - Equipment - Purchase of equipment for workflow, impact, and inventory databases (HP rx2660 Server at list price with 8% discount)	$15,000	$0	$15,000	1	$15,000.00	$15,000
GRANT PROGRAM 3: In-School Technology Support & Training; **Component 5: MOUSE Squads (MOUSE)**	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 10 1-GB USB Drives.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$10,500	$3,500	$14,000	200	$70.00	$14,000
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **1 MOUSE Squad DVD.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$450	$150	$600	200	$3.00	$600
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 17 Lanyards.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$3,600	$1,200	$4,800	200	$24.00	$4,800
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 15 ID Holders.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$900	$300	$1,200	200	$6.00	$1,200
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 4 Printer Ready ID Card Sheets.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$300	$100	$400	200	$2.00	$400

	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 4 "Need Tech Help" Posters.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$600	$200	$800	200	$4.00	$800
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 4 "What is MOUSE Squad" Posters.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$900	$300	$1,200	200	$6.00	$1,200
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **1 Start-Up Checklist Poster**	$600	$200	$800	200	$4.00	$800
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **1 Hardware Poster**	$900	$300	$1,200	200	$6.00	$1,200
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Set of 10 MOUSE Squad Stickers.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$300	$100	$400	200	$2.00	$400
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **21-Piece Computer Toolkit.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$3,750	$1,250	$5,000	200	$25.00	$5,000
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Product Management Costs per kit.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$2,700	$900	$3,600	200	$18.00	$3,600
	MOUSE Squad Kit - MOUSE Squad School Kits are provided for student squads of approximately twelve students and contain: **Shipping and Handling per kit.** [Match is cash, provided by "other" (DoE, schools' contribution).]	$4,500	$1,500	$6,000	200	$30.00	$6,000
User Equipment							
GRANT PROGRAM 1: Family Broadband Engagement Program; Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)	Home Learning Centers - Variable - Equipment . $309 per unit cost includes $255 for computer and Windows operating system + $5 for Microsoft Office + $49 for refurbished monitor - See note #1 below for more detail.	$5,735,040	$0	$5,735,040	18,560	$309.00	$5,735,040
Subtotal		**$5,780,040**	**$10,000**	**$5,790,040**			**$5,790,040**

h. Other (e. Supplies) - List costs associated with materials/printing, curriculum, translations, and other supplies	**Description**	**Federal Support**	**Matching Support**	**Total**	**#Units (If Applicable)**	**Unit Name (If Applicable)**	**Unit Cost (If Applicable)**	**Total**
GRANT PROGRAM 1: Family Broadband Engagement Program; Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)	**Operations - Supplies - Training materials for families, workshop supplies**							
	Printing of NYC Connected Learning Take Home Kit for families (including shipping to hub)	$66,178	$0	$66,178	20,138	kits	$3.29	$66,178
	Printing of Family Contracts (including shipping to hub)	$1,812	$0	$1,812	20,138	contracts	$0.09	$1,812
	Printing of Pre-Surveys and Post-Surveys (including shipping to hub)	$3,625	$0	$3,625	20,138	surveys	$0.18	$3,625
	Printing of Family Number Labels (4xfamily)	$5,639	$0	$5,639	20,138	label sets	$0.28	$5,639
	Family Learning Workshop Food	$25,669	$0	$25,669	200	schools	$128.35	$25,669
Subtotal		**$102,923**	**$0**	**$102,923**				**$102,923**

h. Other (f. Contractual) - List contractors with purpose of contract, hourly rate or total fixed rate. List any subgrantees with subgrant amounts.		**Federal Support**	**Matching Support**	**Total**	**# Units (If Applicable)**	**Unit Type**	**Rate per Unit (If Applicable)**	**Total Contract**
Contractor								
GRANT PROGRAM 1: Family Broadband Engagement Program; **Component 1 - Computer Hardware/Software & Digital Literacy Training (CFY)**	*Start Up - Contractual - Creation of workflow database, impact database, inventory database, scanning automation; data integration for 24/7 Help Desk for families; staff recruiting*							
	Database consulting: Creation of BTOP workflow database & QA	$13,200	$0	$13,200	120	hours	$110.00	$13,200
	Database consulting: Creation of BTOP impact database & QA	$12,650	$0	$12,650	115	hours	$110.00	$12,650
	Database consulting: Creation of BTOP inventory database & QA	$15,950	$0	$15,950	145	hours	$110.00	$15,950
	Database consulting: Creation of BTOP scanning automation system & QA	$14,850	$0	$14,850	135	hours	$110.00	$14,850
	Database integration by XACT (24x7 Bilingual Help Desk for Families)	$8,580	$0	$8,580	114	hours	$75.00	$8,580
	Staff recruiters for BTOP staff (@12% of 1st year full-time salaries for 39 staff members listed in lines 80-95 and 100-102)	$310,440	$0	$310,440	36	Staff salaries	12% (Variable salaries)	$310,440
	Development of BTOP Family Learning Workshops materials (Brown Publishing)	$5,225	$0	$5,225	95	Hours	$55.00	$5,225
	Translation services for BTOP Family Learning Workshop materials (Junction International)	$2,880	$0	$2,880	18,000	Words	$0.16	$2,880
	Operations - Contractual							

	Database consulting, database server maintenance	$126,500	$0	$126,500	23	Months	$5,500.00	$126,500
	24x7 Bilingual Help Desk for Families (XACT Telesolutions)	$589,575	$0	$589,575	755,866	Minutes	$0.78	$589,575
	Staff recruiters for BTOP staff (to cover hiring of part-time hires at 12% of 1st year salaries and replacements of part-time and full-time attrition assuming 20% attrition)	$113,344	$0	$113,344				$113,344
	Volunteer recruiting agency (NY Cares)	$78,550	$0	$78,550	1,571	Hours	$50.00	$78,550
	Revision of BTOP Family Learning Workshops materials (Brown Publishing)	$4,225	$0	$4,225	65	Hours	$65.00	$4,225
	Translation services for revision of BTOP Family Learning Workshop materials (Junction International)	$800	$0	$800	5,000	Words	$0.16	$800
	Start Up - Other - Direct expenses for finance, human resources, technology, facilities							
	BTOP facilities rental - office (includes individual and conference space, local phone, Internet, utilities, cleaning, security)	$57,392	$0	$57,392	4	Months	$14,348.00	$57,392
	BTOP facilities rental - technology warehouse (includes basic utilities, security)	$25,270	$0	$25,270	2	Months	$12,635.00	$25,270
	BTOP photocopier/scanner lease & maintenance	$1,980	$0	$1,980	4	Months	$495.00	$1,980
	BTOP staff technology leases (computers, productivity software, printers) and direct technical support	$3,338	$0	$3,338	40	Staffperson months	$83.45	$3,338
	BTOP monthly cell & data service (eligible employees only)	$2,100	$0	$2,100	30	Staffperson months	$70.00	$2,100
	Direct human resources support for BTOP program only	$16,900	$0	$16,900	4	Months	$4,225.00	$16,900
	Incremental property insurance charges for BTOP program only	$9,400	$0	$9,400	4	Months	$2,350.00	$9,400
	Operations - Other - Direct expenses for finance, human resources, technology, facilities							
	BTOP facilities rental - office (includes individual and conference space, local phone, Internet, utilities, cleaning)	$738,579	$0	$738,579	23	Months	$32,112.14	$738,579
	BTOP facilities rental - technology warehouse (includes basic utilities, security)	$290,605	$0	$290,605	23	Months	$12,635.00	$290,605
	BTOP photocopier/scanner lease & maintenance	$11,385	$0	$11,385	23	Months	$495.00	$11,385
	BTOP staff technology leases (computers, productivity software, printers) and direct technical support	$74,187	$0	$74,187	889	Staffperson months	$83.45	$74,187
	BTOP monthly cell & data service (eligible employees only)	$47,390	$0	$47,390	677	Staffperson months	$70.00	$47,390
	Direct human resources support for BTOP program only	$214,475	$0	$214,475	23	Months	$9,325.00	$214,475
	Incremental property insurance charges for BTOP program only	$54,050	$0	$54,050	23	Months	$2,350.00	$54,050
	Other costs							
	Shipping - Variable - Other - (per student) (Second Nature) See note #2 below - Shipping of Home Learning Centers	$315,520	$0	$315,520	18,560	Packages	$17.00	$315,520

	schools, 40 volunteers per school at 4 hours each, valued at $12 per hour. [Match is in-kind, provided by "other" (CFY).]	$0	$384,000	$384,000	32,000	Hours	$12.00	$384,000
GRANT PROGRAM 1: Family Broadband Engagement Program; [illegible]	Home broadband service for "most needy families" - Broadband Service ($16 month of cost subsidized for 12 months) for approximately 20% of families (3,712 families out of 18,560 total families served)	$712,704	$0	$712,704	3,712	Service packages	$192.00	$712,704
GRANT PROGRAM 3: In-School Technology Support & Training; **Component 5: MOUSE Squads (MOUSE)**	*MOUSE Squads - Training (faculty, student, advanced) - other expenses associated with running training sessions for faculty and students, including: Training Materials- Desk Top Computers, Laptops, Youth Development Consultant Fees, Audio and Video Equipment, Lunch and Hospitality, Transportation for Students, Shipping and Storage. Costs allocated per 1 year package.*							
	Contract Trainers [Match is cash, provided by "other" (DoE, schools' contribution).]							
	Food (up to 75 students) [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,125	$375	$1,500	2	Years	$750.00	$1,500
	Shipping [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,275	$425	$1,700	2	Years	$850.00	$1,700
	Transportation [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,050	$350	$1,400	2	Years	$700.00	$1,400
	Incentives (raffle, games, etc.) [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,238	$413	$1,650	2	Years	$825.00	$1,650
	Materials [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,313	$438	$1,750	2	Years	$875.00	$1,750
	Marketing [Match is cash, provided by "other" (DoE, schools' contribution).]	$251	$84	$334	2	Years	167	$334
	MOUSE Squads - Training (faculty, student, advanced) - Program Coordinator. [Match is cash, provided by "other" (DoE, schools' contribution).]							
	MOUSE Squads - Training (faculty, student, advanced) - Senior Program Coordinator. [Match is cash, provided by "other" (DoE, schools' contribution).]							
	MOUSE Squads - Curriculum - costs associated with the creation of MOUSE Squad certification. This includes: online assessments, digital lesson plans, online instructional modules, blogging reflections, and multimedia curriculum. Costs allocated per one year package.							
	Online assessments [Match is cash, provided by "other" (DoE, schools' contribution).]	$7,500	$2,500	$10,000	2	Years	$5,000.00	$10,000
	Digital lesson plans [Match is cash, provided by "other" (DoE, schools' contribution).]	$11,250	$3,750	$15,000	2	Years	$7,500.00	$15,000
	Online instructional modules [Match is cash, provided by "other" (DoE, schools' contribution).]	$9,855	$3,285	$13,140	2	Years	$6,570.00	$13,140

	Blogging reflections [Match is cash, provided by "other" (DoE, schools' contribution).]	$5,318	$1,773	$7,090	2	Years	$3,545.00	$7,090
	Multimedia curriculum [Match is cash, provided by "other" (DoE, schools' contribution).]	$17,328	$5,776	$23,104	2	Years	$11,552.00	$23,104
	MOUSE Squads - Technical and On-Site Support - Program Coordinator. [Match is cash, provided by "other" (DoE, schools' contribution).]	[redacted]						
	MOUSE Squads - Technical and On-Site Support - Senior Program Coordinator. [Match is cash, provided by "other" (DoE, schools' contribution).]							
	MOUSE Squads - Technical and On-Site Support - Field Support Representative. [Match is cash, provided by "other" (DoE, schools' contribution).]							
	MOUSE Squads - Technical and On-Site Support - Field Support Representative. [Match is cash, provided by "other" (DoE, schools' contribution).]							
	Preparation Phase - Marketing & Outreach - Consultant to provide production of video and photography footage, material development, production and distribution.	$4,000	$0	$4,000	1	Consultant fee	$4,000.00	$4,000
	MOUSE Squads - Research & Evaluation - MOUSE will be working with a participatory evaluation consultant who will provide the following services: Development of Logic Models, Review and analysis of data, instrument development and revision etc. MOUSE will recieve these services at a total of $41,000/year over 2 years. [Match is cash, provided by "other" (DoE, schools' contribution).]	$61,500	$20,500	$82,000	2	Years	$41,000.00	$82,000
GRANT PROGRAM 4: Program Evaluation & Administration; **Component 6: Program Oversight/Support (DOE)**	3rd Party Researcher/evaluator	$56,250	$0	$56,250	450	Hours	$125.00	$56,250
	3rd Party Researcher/evaluator	$54,000	$0	$54,000	675	Hours	$80.00	$54,000
	3rd Party Researcher/evaluator - Clerical costs, materials	$2,250	$0	$2,250	N/A	N/A	N/A	$2,250
GRANT PROGRAM 2: In-School Instructional Technology Coaches; **Component 3: Instructional Technology Coaching (Training for teachers to optimize technology use in instruction) (TEACHING MATTERS OR AUSSIE)**	Initial school institute, assessment, and preplanning - YEAR 1 ONLY - 25 In-school Instructional Technology Coaches to conduct school assessment, complete assessment, and conduct induction institute and training. Each consultant will support 4 schools, spending 5 days on site per school (1 day every other week for 10 weeks.). 25 consultants @ $750 per day, 4 days a week for five week equiv. [Match is cash, provided by "other" (DoE, schools' contribution).]	$337,500	$37,500	$375,000	25 educatioan al consultants x 5 days x 8 hours x 100 schools = 4000 hours	Hours	$93.75	$375,000

	School residency program - YEARS 2 & 3 ONLY - 25 educational consultants. Each consultant works with four schools per year. One day onsite per school per week Year 2. 25 of 40 weeks Year 3. 25 consultants @ $750 per day, 4 days/week, 40 weeks/year Year 1 and 25 weeks year 2 [Match is cash, provided by "other" (DoE, schools' contribution, and DoE contribution).]	$1,387,500	$3,487,500	$4,875,000	25 consultants x 8 hours a day x 4 days/week x 65 weeks (over 2 years)= 52,000 hours	Hours	$93.75	$4,875,000
Subtotal		$6,169,671	$4,061,042	**$10,230,713**				**$10,230,713**

h. Other (g. Construction) - If applicable, list construction costs not included in the SF-424C	**Description**	**Federal Support**	**Matching Support**	**Total**			
N/A	N/A	$0	$0	$0			$0
Subtotal		**$0**	**$0**	**$0**			**$0**

h. Other (h. Other) - List other costs not listed above such as technology (website hosting, internet connection), advertising (TV, radio, online), etc.	**Description**	**Federal Support**	**Matching Support**	**Total**	**#Units (If Applicable)**	**Unit Type**	**Unit Cost (If Applicable)**	**Total**
GRANT PROGRAM 3: In-School Technology Support & Training; **Component 5: MOUSE Squads**	MOUSE Squads - MOUSE Online Community & Tools							
	Website Hosting (Site & Domain) [Match is cash, provided by "other" (DoE, schools' contribution).]	$240	$80	$320	2.0	Years	$160.00	$320
	Interface Development & Design [Match is cash, provided by "other" (DoE, schools' contribution).]	$39,680	$13,227	$52,906	2.0	Years	$26,453.20	$52,906
	Database Management & Coding [Match is cash, provided by "other" (DoE, schools' contribution).]	$14,400	$4,800	$19,200	2.0	Years	$9,600.00	$19,200
	Drupal Admin [Match is cash, provided by "other" (DoE, schools' contribution).]	$2,880	$960	$3,840	2.0	Years	$1,920.00	$3,840
	Video Hosting [Match is cash, provided by "other" (DoE, schools' contribution).]	$300	$100	$400	2.0	Years	$200.00	$400
	Media Production (Video, Flash, etc.) [Match is cash, provided by "other" (DoE, schools' contribution).]	$4,000	$1,333	$5,334	2.0	Years	$2,666.80	$5,334
	MOUSE Squads - MOUSE Educators Conference [Match is cash, provided by "other" (DoE, schools' contribution).]							
	Contract Trainers $17,800 [Match is cash, provided by "other" (DoE, schools' contribution).]	$26,700	$8,900	$35,600	2.0	Years	$17,800.00	$35,600
	Food (up to 75 students): $750 [Match is cash, provided by "other" (DoE, schools' contribution).]	$1,125	$375	$1,500	2.0	Years	$750.00	$1,500

	Shipping: $450 [Match is cash, provided by "other" (DoE, schools' contribution).]	$675	$225	$900	2.0	Years	$450.00	$900
	Transportation (metrocards, up to 75 students): $550 [Match is cash, provided by "other" (DoE, schools' contribution).]	$825	$275	$1,100	2.0	Years	$550.00	$1,100
	Incentives (raffle, games, etc. up to 75 stu's): $375 [Match is cash, provided by "other" (DoE, schools' contribution).]	$563	$188	$750	2.0	Years	$375.00	$750
	Materials (up to 75 Students): $575 [Match is cash, provided by "other" (DoE, schools' contribution).]	$863	$288	$1,150	2.0	Years	$575.00	$1,150
Subtotal		**$92,250**	**$30,750**	**$123,000**				**$123,000**

i. Total Direct Charges (sum of a-h)				**$28,027,191**			
TOTAL IN-KIND			$807,774				
TOTAL CASH MATCH			$5,056,592				
TOTAL MATCHING SUPPORT			**$5,864,366**				
TOTAL DIRECT CHARGES		**$22,162,825**	**$5,864,366**	**$28,027,191**			
j. Indirect Charges	**Indirect Rate**	$0	$0	$0			
Total Eligible Project Costs		**$22,162,825**	**$5,864,366**	**$28,027,191**			
Federal Share Requested		**$22,162,825**		**$22,162,825**			
Applicant Share			**$5,864,366**	**$5,864,366**			

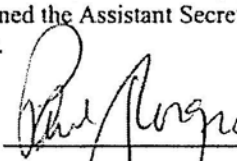
Certifications and Signature

(i) I certify that I am authorized to submit this grant application on behalf of the eligible entity(ies) listed on this application, that I have examined this application, that all of the information and responses in this application, including certifications, and forms submitted, all of which are part of this grant application, are material representations of fact and true and correct to the best of my knowledge, that the entity(ies) that is requesting grant funding pursuant to this application and any subgrantees and subcontractors will comply with the terms, conditions, purposes, and federal requirements of the grant program; that no kickbacks were paid to anyone; and that a false, fictitious, or fraudulent statements or **claims** on this application are grounds for denial or termination of a grant award, and/or possible punishment by a fine or imprisonment as provided in 18 U.S.C. § 1001 and civil violations of the False Claims Act.

(ii) I certify that the entity(ies) I represent have and will comply with all applicable federal, state, and local laws, rules, regulations, ordinances, codes, orders and programmatic rules and requirements relating to the project. I acknowledge that failure to do so may result in rejection or deobligation of the grant or loan award. I acknowledge that failure to comply with all federal and program rules could result in civil or criminal prosecution by the appropriate law enforcement authorities.

(iii) I certify that the entity(ies) I represent has and will comply with all applicable administrative and federal statutory, regulatory, and policy requirements set forth in the Department of Commerce Pre-Award Notification Requirements for Grants and Cooperative Agreements ("DOC Pre-Award Notification"), published in the Federal Register on February 11, 2008 (73 FR 7696), as amended; DOC Financial Assistance Standard Terms and Conditions (Mar. 8, 2009), the Department of Commerce American Recovery and Reinvestment Act Award Terms (Apr. 9, 2009); and any Special Award Terms and Conditions that are included by the Grants Officer in the award.

(iv) If requesting BTOP funding, I certify that the entity(ies) I represent has secured access to pay the 20% of total project cost or has petitioned the Assistant Secretary of NTIA for a waiver of the matching requirement or received a waiver.

Signature of authorized person  **Date** 8/13/09

Print name of authorized person PAUL J. COSGRAVE

Title or position COMMISSIONER, DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS

Certification Requirements for BTOP

U.S. Department of Commerce
Broadband Technology Opportunities Program

I certify that I am the duly authorized representative of the applicant organization, and that I have been authorized to submit the attached application on its behalf. A copy of the applicant organization's authorization for me to submit this application as its official representative is on file in the applicant's office, and I am identified as the applicant organization's Authorized Organization Representative (AOR) in the Central Contractor Registration database. By signing this certification, I certify that the statements contained in the application are true, complete, and accurate to the best of my knowledge, and that if an award is made, the applicant organization will comply with all applicable award terms and conditions.

8/13/09
(Date)

(Authorized Representative's Signature)

PAUL J. COSGRAVE
Name:

COMMISSIONER, DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS
Title:

THE CITY OF NEW YORK
LAW DEPARTMENT
100 CHURCH STREET
NEW YORK, N.Y. 10007-2601

JEFFREY D. FRIEDLANDER
First Assistant Corporation Counsel

(212) 788-0700
FAX (212) 227-5641
jfriedla@law.nyc.gov

August 12, 2009

The Honorable Lawrence E. Strickling
Assistant Secretary of Commerce
Administrator
National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Avenue, N.W.
Washington, D.C. 20230

Re: Public Computer Center – Application for NYC Connected Communities

Dear Sir:

The New York City Law Department is counsel to the City of New York (the "Applicant"), which is acting through its Department of Information Technology and Telecommunications. In such capacity, we acted as counsel to the Applicant in connection with its ability to apply to the Broadband Technology Opportunities Program and will act as counsel in the review of any grant agreement with the Applicant, City of New York, as referenced in the Notice of Funds Availability.

We are of the opinion that:

(a) the Applicant is a duly organized and existing municipal corporation under the laws of the State of New York.

(b) the Applicant has corporate power: (1) to execute and deliver an agreement to accept the funding and implement the program described in the grant application; and (2) to perform all acts required to be done by it under such an agreement.[1]

(c) no legal proceedings have been instituted or are pending against the Applicant, the outcome of which would adversely affect the Applicant's ability to perform the duties under such an agreement, and there are no judgments against the Applicant which

[1] At the time we are provided with the agreement, we are prepared to issue a supplemental opinion, if requested.

would adversely affect the Applicant's ability to perform its duties under such an agreement.

Sincerely,

JEFFREY D. FRIEDLANDER

FORM CD-511
(REV 1-05)

U.S. DEPARTMENT OF COMMERCE

CERTIFICATION REGARDING LOBBYING

Applicants should also review the instructions for certification included in the regulations before completing this form. Signature on this form provides for compliance with certification requirements under 15 CFR Part 28, "New Restrictions on Lobbying." The certifications shall be treated as a material representation of fact upon which reliance will be placed when the Department of Commerce determines to award the covered transaction, grant, or cooperative agreement.

LOBBYING
As required by Section 1352, Title 31 of the U.S. Code, and implemented at 15 CFR Part 28, for persons entering into a grant, cooperative agreement or contract over $100,000 or a loan or loan guarantee over $150,000 as defined at 15 CFR Part 28, Sections 28.105 and 28.110, the applicant certifies that to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress in conncection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying." in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into.

Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure occurring on or before October 23, 1996, and of not less than $11,000 and not more than $110,000 for each such failure occurring after October 23, 1996.

Statement for Loan Guarantees and Loan Insurance
The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure occurring on or before October 23, 1996, and of not less than $11,000 and not more than $110,000 for each such failure occurring after October 23, 1996.

As the duly authorized representative of the applicant, I hereby certify that the applicant will comply with the above applicable certification.

NAME OF APPLICANT	AWARD NUMBER AND/OR PROJECT NAME
DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS ON BEHALF OF THE CITY OF NEW YORK	NYC CONNECTED LEARNING
PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE PAUL J. COSGRAVE, COMMISSIONER	
SIGNATURE	DATE 8/13/09

OMB Approval No: 4040-0007
Expiration Date: 07/30/2010

ASSURANCES - NON-CONSTRUCTION PROGRAMS

Public reporting burden for this collection of information is estimated to average 15 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0040), Washington, DC 20503.

PLEASE DO NOT RETURN YOUR COMPLETED FORM TO THE OFFICE OF MANAGEMENT AND BUDGET. SEND IT TO THE ADDRESS PROVIDED BY THE SPONSORING AGENCY.

NOTE: Certain of these assurances may not be applicable to your project or program. If you have questions, please contact the awarding agency. Further, certain Federal awarding agencies may require applicants to certify to additional assurances. If such is the case, you will be notified.

As the duly authorized representative of the applicant, I certify that the applicant:

1. Has the legal authority to apply for Federal assistance and the institutional, managerial and financial capability (including funds sufficient to pay the non-Federal share of project cost) to ensure proper planning, management and completion of the project described in this application.

2. Will give the awarding agency, the Comptroller General of the United States and, if appropriate, the State, through any authorized representative, access to and the right to examine all records, books, papers, or documents related to the award; and will establish a proper accounting system in accordance with generally accepted accounting standards or agency directives.

3. Will establish safeguards to prohibit employees from using their positions for a purpose that constitutes or presents the appearance of personal or organizational conflict of interest, or personal gain.

4. Will initiate and complete the work within the applicable time frame after receipt of approval of the awarding agency

5. Will comply with the Intergovernmental Personnel Act of 1970 (42 U.S.C. §§4728-4763) relating to prescribed standards for merit systems for programs funded under one of the 19 statutes or regulations specified in Appendix A of OPM's Standards for a Merit System of Personnel Administration (5 C.F.R. 900, Subpart F).

6. Will comply with all Federal statutes relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin; (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps; (d) the Age Discrimination Act of 1975, as amended (42 U. S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the Comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee 3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

7. Will comply, or has already complied, with the requirements of Titles II and III of the Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970 (P.L. 91-646) which provide for fair and equitable treatment of persons displaced or whose property is acquired as a result of Federal or federally-assisted programs. These requirements apply to all interests in real property acquired for project purposes regardless of Federal participation in purchases.

8. Will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

9. Will comply, as applicable, with the provisions of the Davis-Bacon Act (40 U.S.C. §§276a to 276a-7), the Copeland Act (40 U.S.C. §276c and 18 U.S.C. §874), and the Contract Work Hours and Safety Standards Act (40 U.S.C. §§327-333), regarding labor standards for federally-assisted construction subagreements.

10. Will comply, if applicable, with flood insurance purchase requirements of Section 102(a) of the Flood Disaster Protection Act of 1973 (P.L. 93-234) which requires recipients in a special flood hazard area to participate in the program and to purchase flood insurance if the total cost of insurable construction and acquisition is $10,000 or more.

11. Will comply with environmental standards which may be prescribed pursuant to the following: (a) institution of environmental quality control measures under the National Environmental Policy Act of 1969 (P.L. 91-190) and Executive Order (EO) 11514; (b) notification of violating facilities pursuant to EO 11738; (c) protection of wetlands pursuant to EO 11990; (d) evaluation of flood hazards in floodplains in accordance with EO 11988; (e) assurance of project consistency with the approved State management program developed under the Coastal Zone Management Act of 1972 (16 U.S.C. §§1451 et seq.); (f) conformity of Federal actions to State (Clean Air) Implementation Plans under Section 176(c) of the Clean Air Act of 1955, as amended (42 U.S.C. §§7401 et seq.); (g) protection of underground sources of drinking water under the Safe Drinking Water Act of 1974, as amended (P.L. 93-523); and, (h) protection of endangered species under the Endangered Species Act of 1973, as amended (P.L. 93-205).

12. Will comply with the Wild and Scenic Rivers Act of 1968 (16 U.S.C. §§1271 et seq.) related to protecting components or potential components of the national wild and scenic rivers system.

13. Will assist the awarding agency in assuring compliance with Section 106 of the National Historic Preservation Act of 1966, as amended (16 U.S.C. §470), EO 11593 (identification and protection of historic properties), and the Archaeological and Historic Preservation Act of 1974 (16 U.S.C. §§469a -1 et seq.).

14. Will comply with P.L. 93-348 regarding the protection of human subjects involved in research, development, and related activities supported by this award of assistance.

15. Will comply with the Laboratory Animal Welfare Act of 1966 (P.L. 89-544, as amended, 7 U.S.C. §§2131 et seq.) pertaining to the care, handling, and treatment of warm blooded animals held for research, teaching, or other activities supported by this award of assistance.

16. Will comply with the Lead-Based Paint Poisoning Prevention Act (42 U.S.C. §§4801 et seq.) which prohibits the use of lead-based paint in construction or rehabilitation of residence structures.

17. Will cause to be performed the required financial and compliance audits in accordance with the Single Audit Act Amendments of 1996 and OMB Circular No. A-133, "Audits of States, Local Governments, and Non-Profit Organizations."

18. Will comply with all applicable requirements of all other Federal laws, executive orders, regulations, and policies governing this program.

* SIGNATURE OF AUTHORIZED CERTIFYING OFFICIAL	* TITLE
	COMMISSIONER
* APPLICANT ORGANIZATION	* DATE SUBMITTED
DEPARTMENT OF INFORMATION TECHNOLOGY AND TELECOMMUNICATIONS	8/13/09